Saskatchewan

Saskatchewan
Executive
Council

Communications
Counselling

Room 30
Legislative Building
2405 Legislative Drive
Regina, Canada
S4S 0B3

Government of Saskatchewan

Public Opinion Polling

from April 1, 2003 – June 30, 2003

103-07294/

Government of Saskatchewan

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Department/Crown commissioning the work:

Executive Council

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Supplier:	Sigma Analytics Regina
Cost:	$18,880.72

Saskatchewan Executive Council

Omnibus Polling Program

Report of Results
April 2003

SIGMA ANALYTICS
DATA MINING & RESEARCH

Introduction

Objective

The objective of this poll was to query a sample of Saskatchewan residents on a range of issues identified by Saskatchewan Executive Council and its client departments.

A number of the queries are repeats from polls that have been conducted regularly over several years, in ongoing monitoring of issues and trends. Others are unique to this particular survey.

Methodology

Interviews were conducted across Saskatchewan with respondents aged 18 or older in households selected at random by computer. All fieldwork was done by telephone from Sigma's call centre.

A total of 1011interviews were completed. The results from a sample of this size can be expected to be accurate to within plus or minus 3.1 percentage points, 19 times out of 20.

Queries were supplied by Saskatchewan Executive Council and in some instances modified at the suggestion of Sigma Analytics.

Cautions

Interpreting the results in this report should be done with the following cautionary considerations in mind:

- Sample surveys provide estimates of the prevalence of the measured factors in the total population from which the sample is drawn. The estimates are statistically reliable within the ranges indicated, at the 95% level of confidence. This means that the actual prevalence of the factor could be greater or lesser than the estimate, by the amount of the margin of error. It also means that 5% of the time, the estimate can be expected to differ from reality by more than the margin of error. Results from sample surveys should therefore be treated as contributing to knowledge, but not as defining it precisely.

- While polling results for the entire sample are statistically reliable within the range indicated, results for sub-sets of the sample will have a larger margin of error because they are based on smaller numbers. They should be treated with more caution.

- Polls are "snapshot" approximations of reality. Subject to the foregoing considerations, they can be expected to reflect reality validly, within the indicated

ranges, at the time they are conducted. Opinions change. It is important to bear in mind that a single poll cannot describe a trend.

- Indicators from the sample can be projected to estimate the prevalence of the measured factor in the total population from which the sample was drawn. They cannot be interpreted as describing any other population.

Highlights

- Healthcare issues are the most important category of concerns facing Canada, with a score in the low forties. Next most important is government-related issues, scoring in the low thirties. The economy rated in the mid-teens, and all others showed in single digits.

- Provincially, there is a greater diversity of issues, none with a strong lead over the next. Issues around economy and population led, scoring 30%, followed by healthcare at 24%, with rural/agricultural and government-related issues at 18%.

- A strong majority expressed agreement with the budget priorities of health and education.

- Two in three respondents feel the Saskatchewan education system is about the same as in the rest of the country.

- A sizeable majority feel Saskatchewan high school graduates are prepared for post-secondary academic education, though most express this view moderately. By considerably smaller margins, respondents feel students are prepared to enter the workforce.

- An overwhelming proportion of people feel access to free legal advice is important for those who cannot afford it.

- About half of respondents think the provincial economy is stable. One third think things are worsening and one fifth think things are improving.

- Opinion is evenly split on how well the provincial government is handling the economy. The largest group (45%) approves moderately, but those who strongly disapprove outnumber those who strongly approve by over 4:1.

- Majorities have not heard of the Invest in Saskatchewan program, or of labour-sponsored venture capital funds.

Section A: Executive Council General Issues

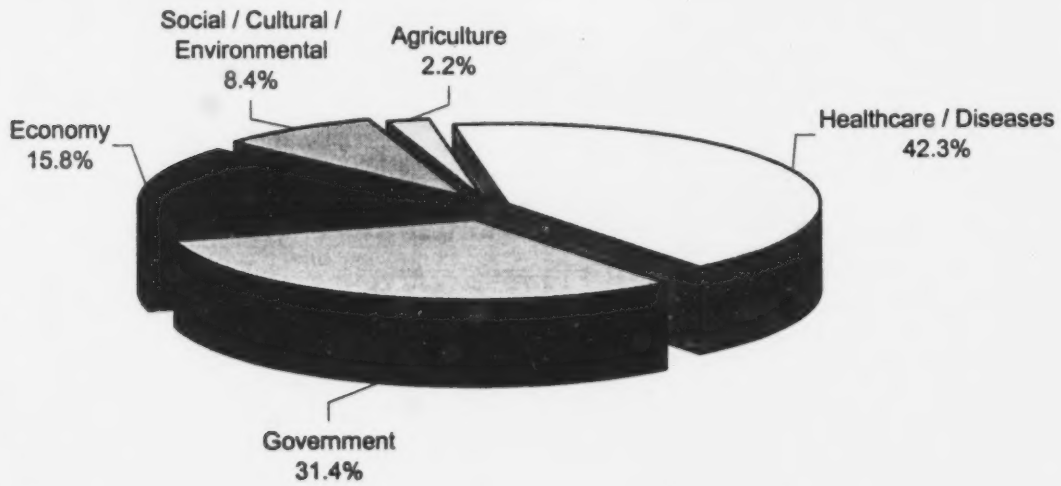
A1. What do you think is the most important issue facing Canada today?

The largest group of respondents, 42.3% overall, feel that healthcare and diseases are the most important issue facing Canada today.

An additional 31.4% feel that government is the issue of greatest importance.

Others issues trail at levels well below the two front-running subject areas.

What do you think is the most important issue facing Canada today?

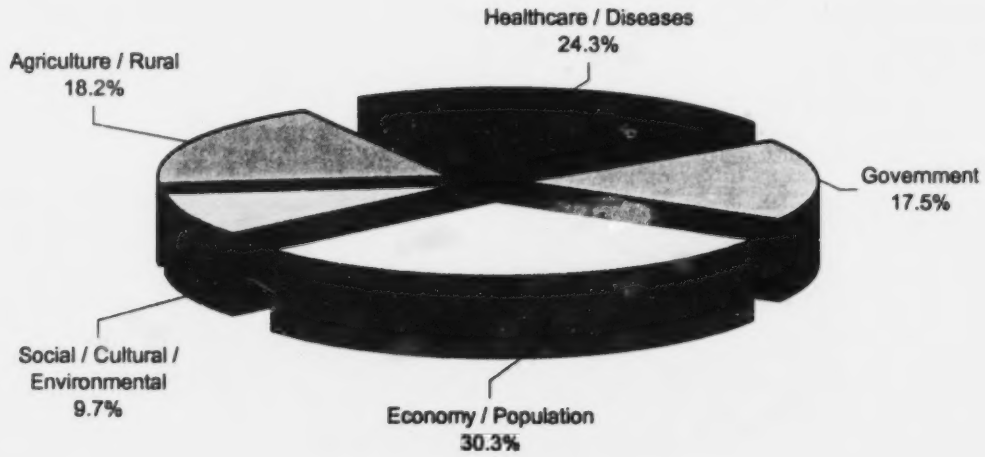


A2. What do you think is the most important issue facing the province of Saskatchewan today?

At the provincial level the largest single group of respondents, 30.3% overall, feels the issue area of greatest importance is the economy and population.

Healthcare and diseases placed second with nearly one-quarter (24.3%) of respondents citing it. The numbers citing it provincially are considerably lower than those who did so at the federal level.

What do you think is the most important issue facing Saskatchewan today?



A3. The government priorities for increased spending in the 2003-2004 Budget were health and education. Do you agree with those priorities?

The vast majority (85.8%) of respondents that agrees with the spending priorities noted in this query massively outweighs the proportion who chose to register disagreement.

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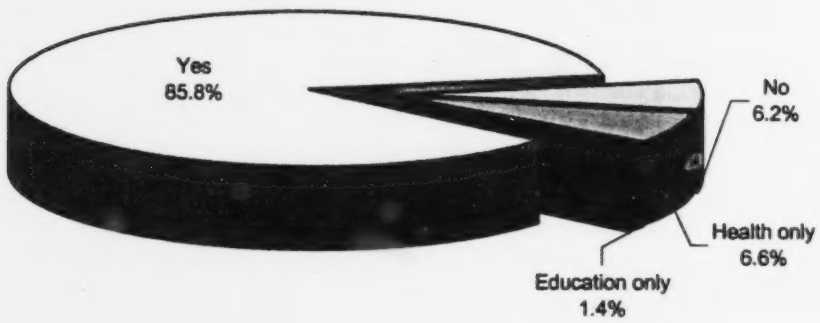
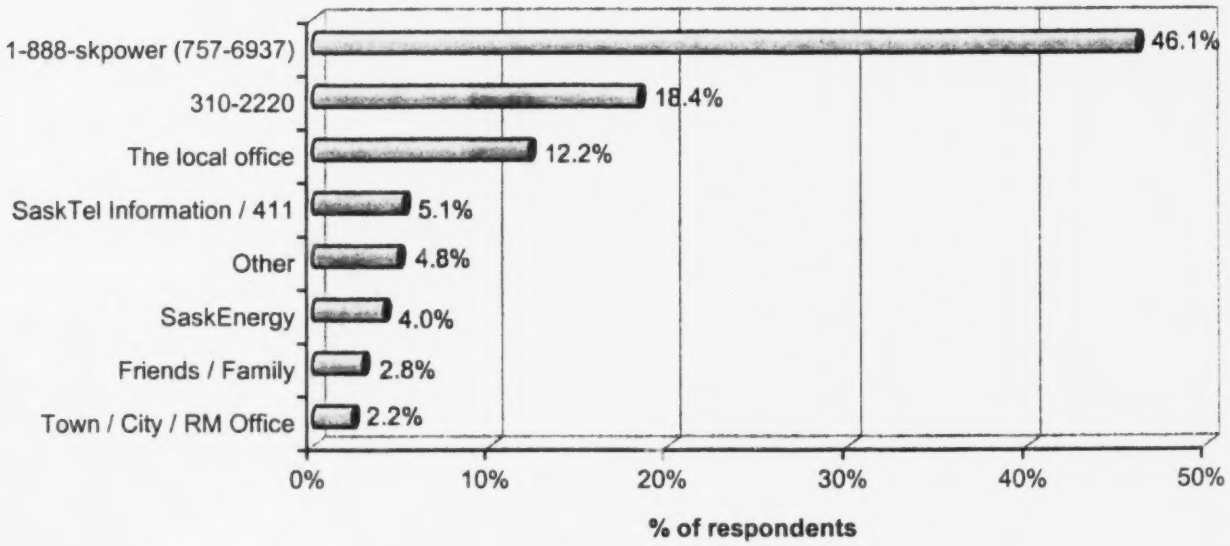


Section B: SaskPower

B1. What phone number would you call in the event of a power outage?

Nearly one-half (46.1%) of respondents chose the 1-888-skpower number as the one they would call in the event of a power outage.

What phone number would you call in the event of a power outage?



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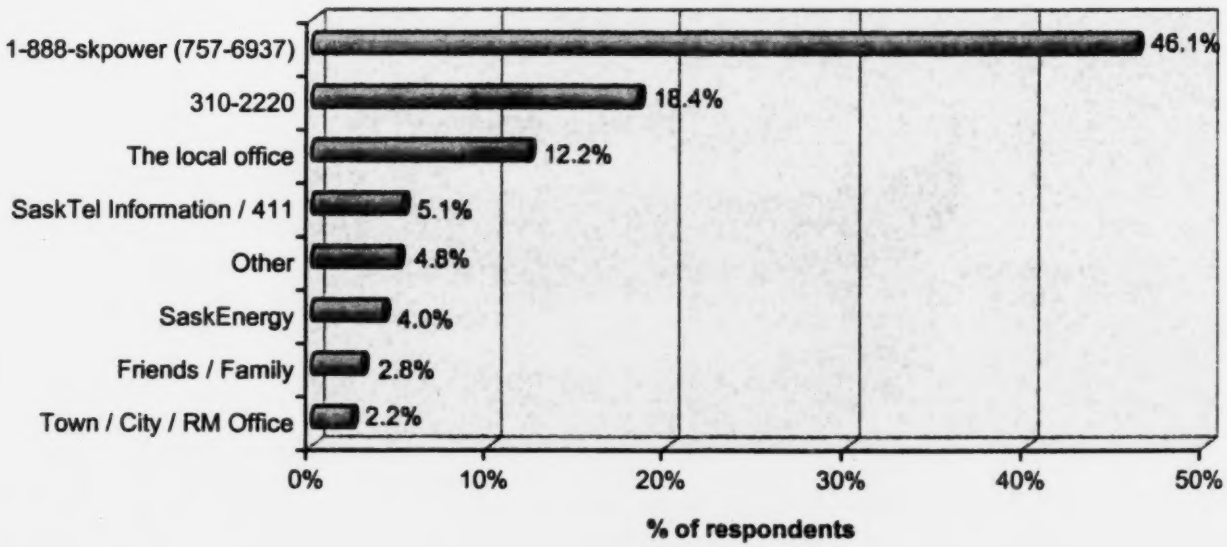

B2. (If response to B1 is other than 1-888-skpower or 310-2220): From the following list, what phone number would you call in the event of a power outage?

Well over half (58.5%) of respondents identified the local SaskPower office as where they would call.

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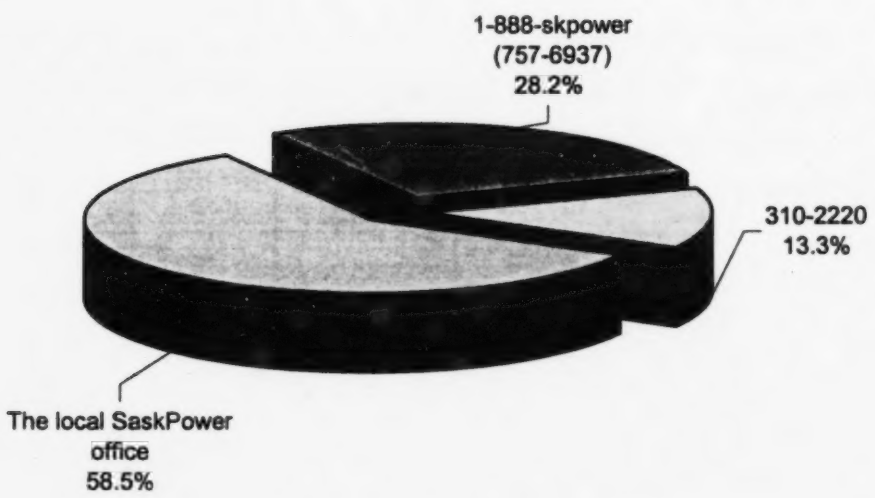
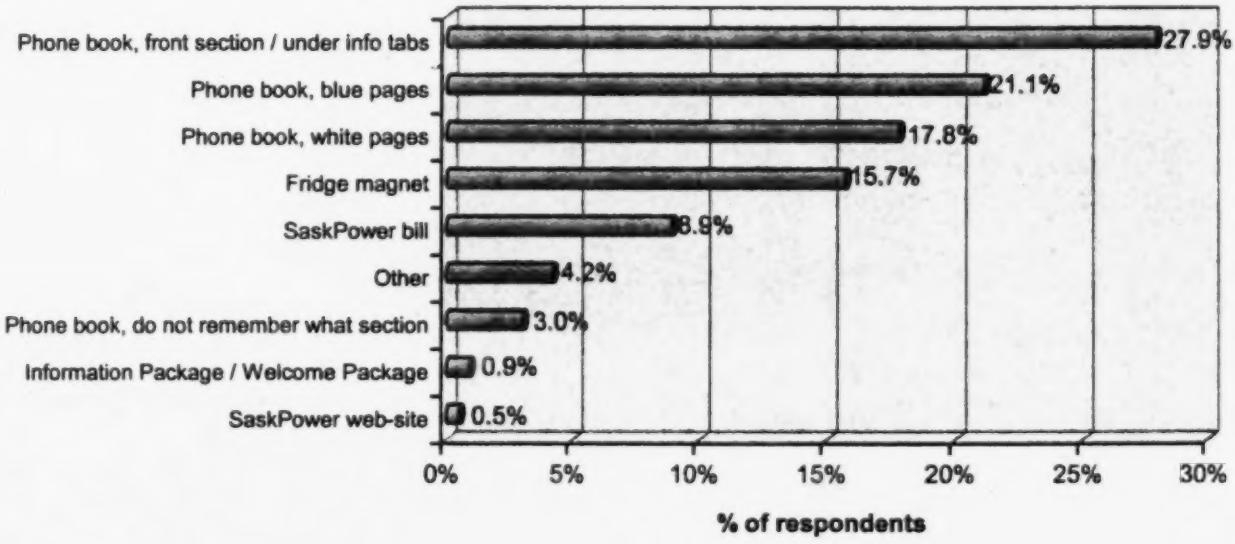


B3. (If response to B1 is 1-888-skpower or 310-2220): From what source did you learn this phone number?

By far the largest proportion of respondents sourced this number from part of the telephone book.

The greatest number of respondents, 27.9% overall, obtained the phone number from the front section of the phone book. Another 21.1% sourced it from the blue pages, and another 17.8% went to the white pages.

From what source did you learn this phone number?



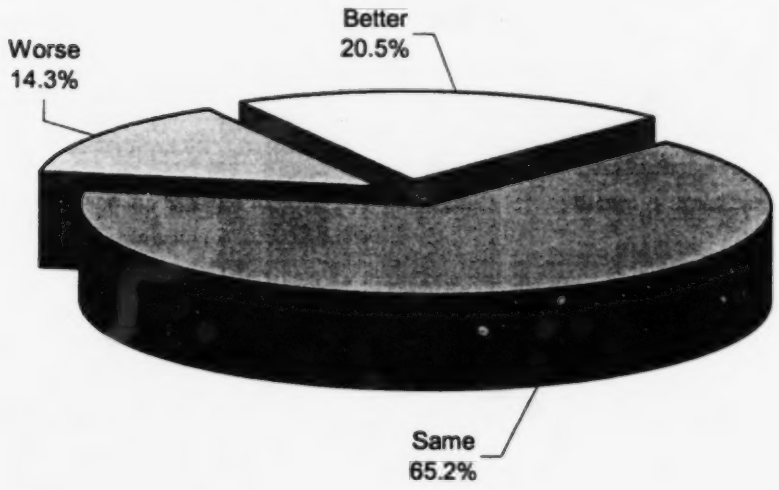
Section C: Learning

C1. Compared to the rest of the country, do you think the education system in Saskatchewan is better, the same or worse?

Two-thirds (65.2%) of respondents feel the education system in Saskatchewan is the same as the rest of the country.

Roughly one in five (20.5 %) believes the provincial education system is better than the rest of Canada, compared to one in seven who believe it is worse.

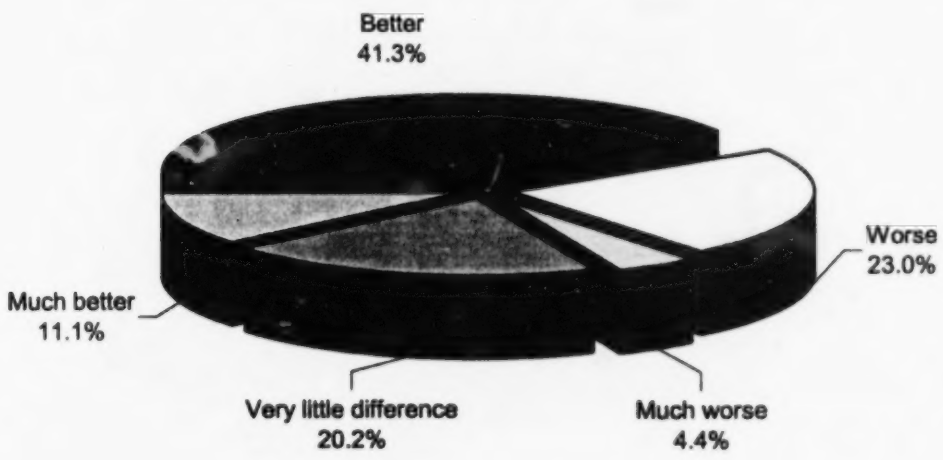
Compared to the rest of the country, do you think the education system in Saskatchewan is better, the same or worse?



C2. When you think of your own school education, do you believe students' education today is much better, better, worse, much worse or very little different compared to yours?

The province's education system appears to have improved in the minds of the half (52.4%) of respondents indicating a betterment of the system since their own school education. The number is roughly double the proportion (27.4%) who feel education has become worse.

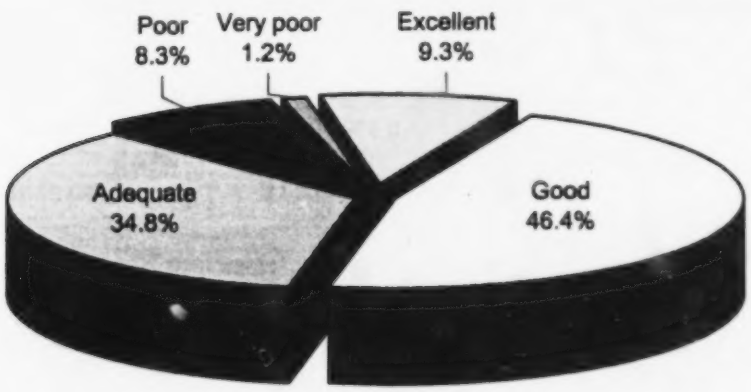
When you think of your own school education, do you believe students' education today is much better, better, worse, much worse or very little different compared to yours?



C3. Do you think the quality of elementary education in Saskatchewan is generally excellent, good, adequate, poor or very poor?

Over half (55.7%) of respondents feel that the quality of elementary education in Saskatchewan is good or excellent versus 9.5% who feel it is poor or very poor.

Do you think the quality of elementary education in Saskatchewan is generally excellent, good, adequate, poor or very poor?



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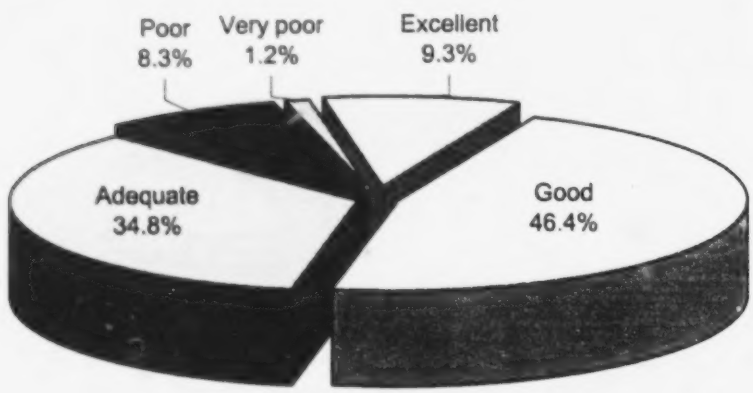
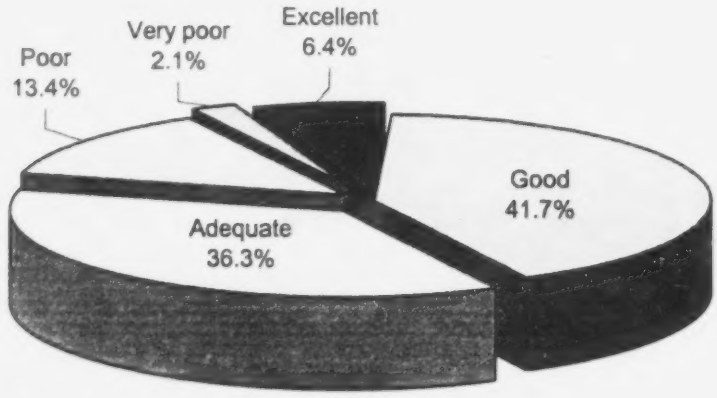


C4. Do you think that the quality of secondary or high school education in Saskatchewan is generally excellent, good, adequate, poor or very poor?

Compared to the ratings given to elementary education, slightly fewer respondents (48.1%) feel the quality of secondary or high school education is good or excellent.

Do you think that the quality of secondary or high school education in Saskatchewan is generally excellent, good, adequate, poor or very poor?



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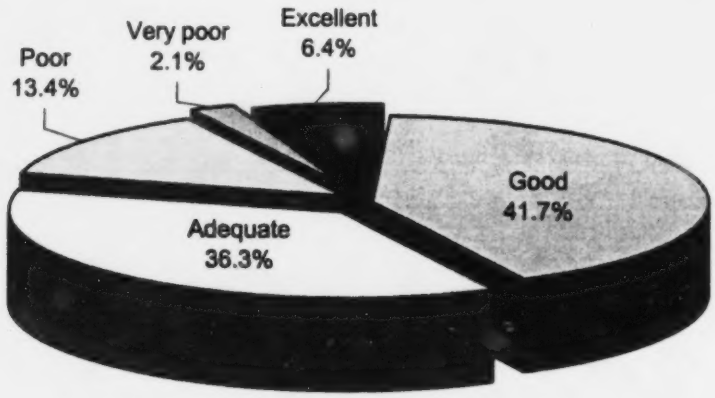
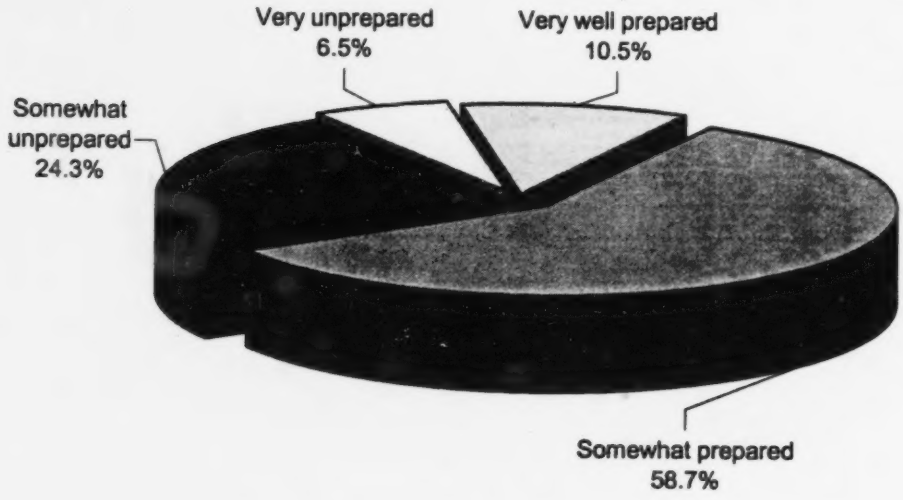


C5. Which best describes how well prepared you think Saskatchewan high school students are for entering post-secondary institutions like college or universities? Do you think they are...

Nearly seven out of 10 respondents (69.2%) feel that the provinces' high school students are prepared for entering post-secondary institutions. The largest group of respondents, 58.7% overall, feel they are somewhat prepared.

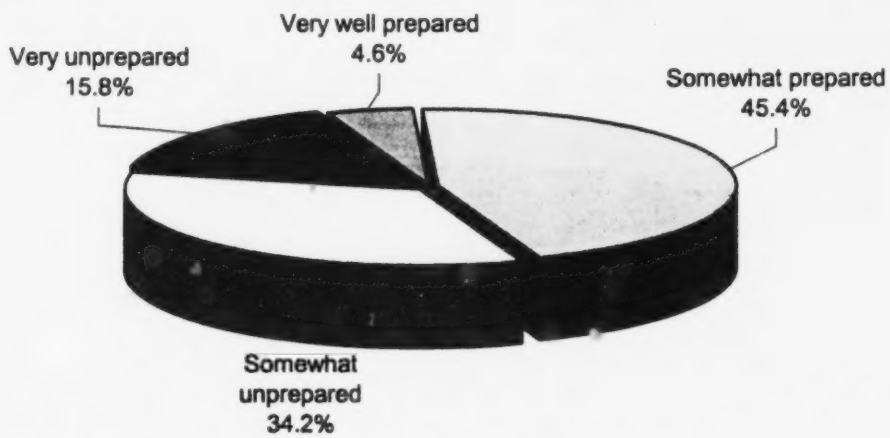
Which best describes how well prepared you think Saskatchewan high school students are for entering post-secondary institutions like college or universities?



C6. How well prepared do you think high school students are for entering the workforce? Do you think they are...

Respondents are divided on how well prepared they feel students are for entering the workforce.

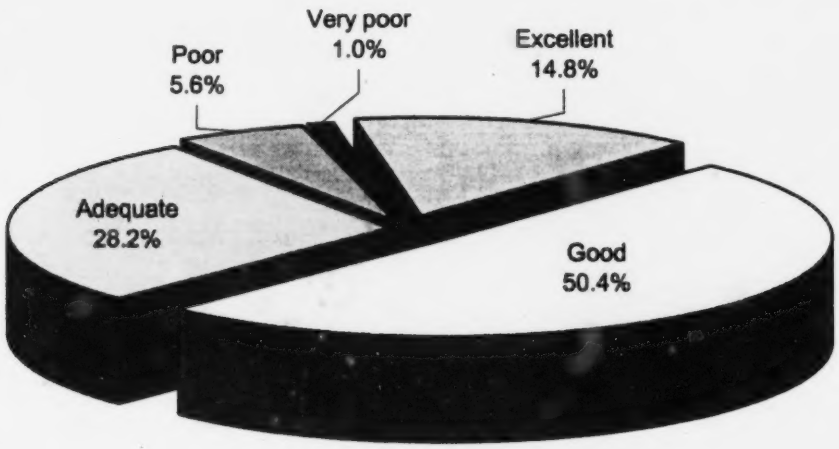
How well prepared do you think high school students are for entering the workforce?



C7. How well do you believe Saskatchewan's education system is doing in using new technology like computers and the internet to enhance learning opportunities for students? Would you say it is...

Saskatchewan residents appear to feel that the provinces' education system is doing a good job in using new technology to enhance learning opportunities for students. Nearly two-thirds (65.2%) of respondents responded " good" or "excellent."

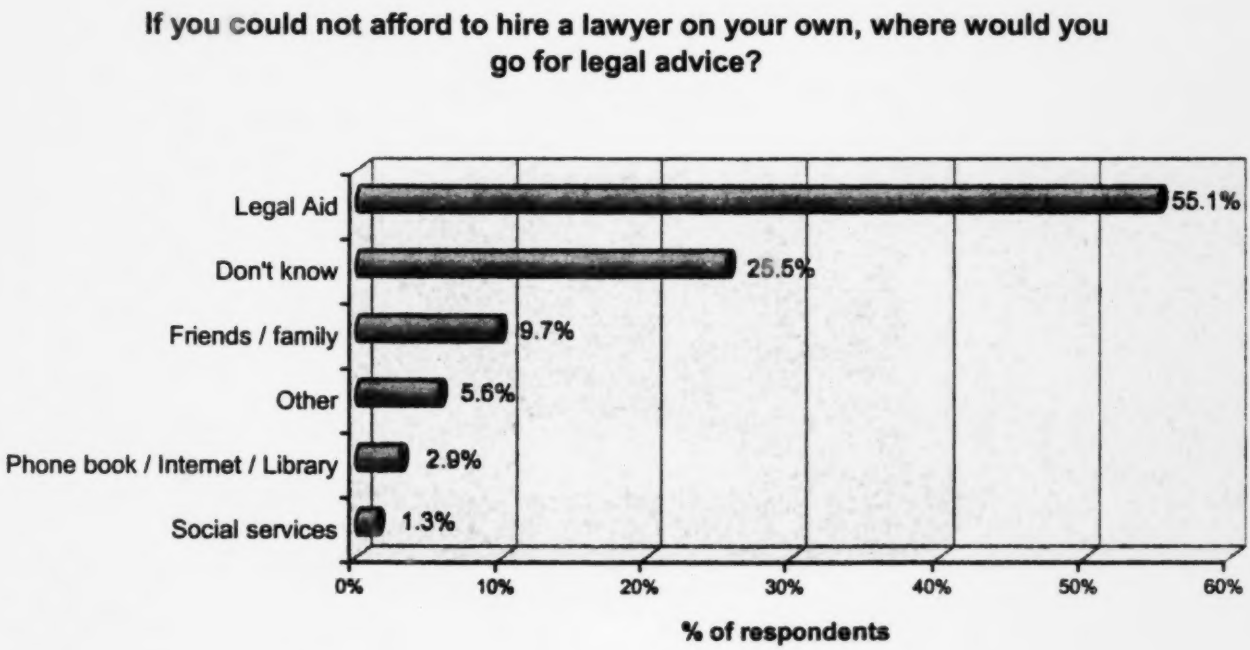
How well do you believe Saskatchewan's education system is doing in using new technology like computers and the internet to enhance learning opportunities for students?



Section D: Justice

D1. If you could not afford to hire a lawyer on your own, where would you go for legal advice?

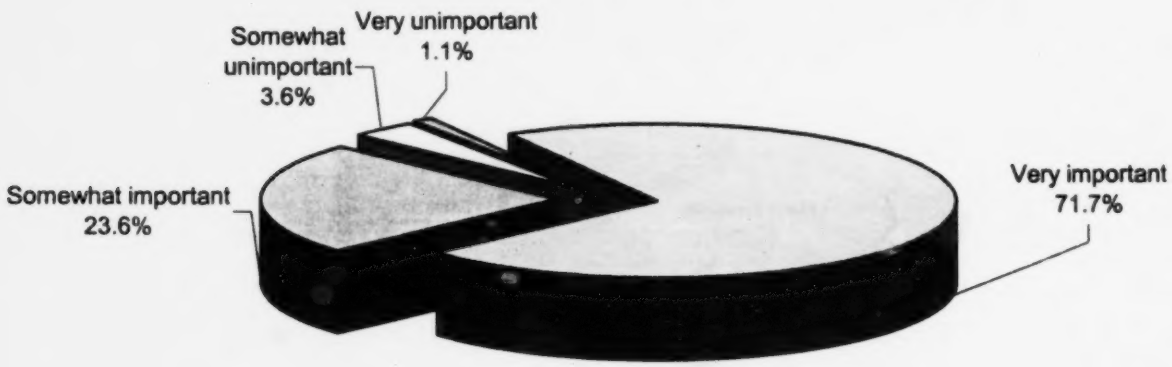
Legal Aid is by far the dominant choice among respondents with over one-half (55.1%) saying it would be their source for legal advice if they could not afford a lawyer.



D2. How important do you think it is for the people who are unable to afford legal advice to have access to free legal services through the legal aid system?

There is virtual unanimity on the importance of access to free legal advice for those who cannot afford it. Over 95% find access is important, with a very strong majority finding it very much so.

How important do you think it is for the people who are unable to afford legal advice to have access to free legal services through the legal aid system?

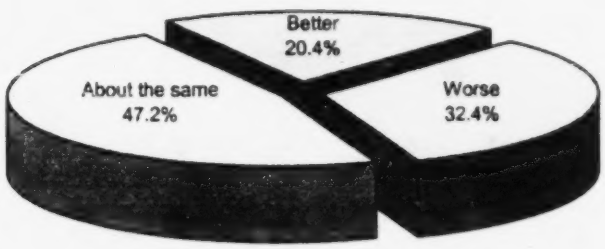


Section E: Industry and Resources

E1. How do you feel about the Saskatchewan economy right now? In general, do you think things are getting better, worse or about the same?

Nearly half (47.2%) feel things are staying the same in the province's economy. The next largest group, one in three, feels the economy is worsening. One in five respondents (20.4%) thinks Saskatchewan's economy is improving.

How do you feel about the Saskatchewan economy right now? In general, do you think things are getting better, worse or about the same?



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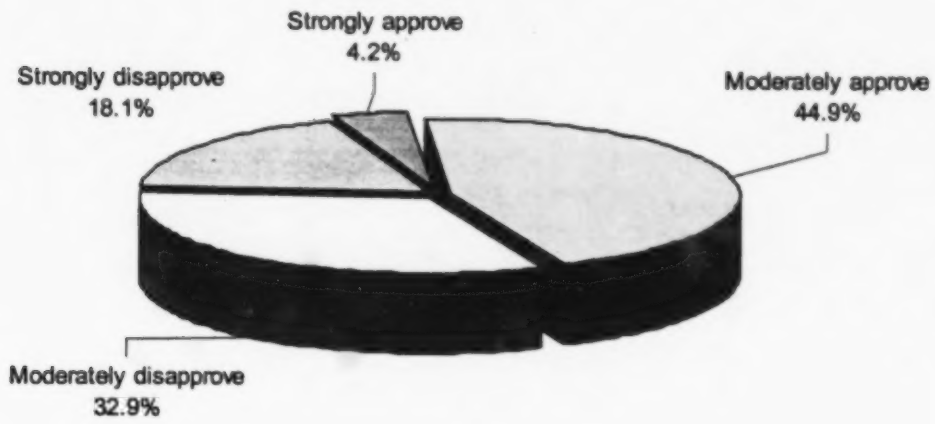
How do you feel about the Saskatchewan economy right now? In general, do you think things are getting better, worse or about the same?

E2. Generally speaking do you strongly approve, moderately approve, moderately disapprove, or strongly disapprove of the way the provincial government is handling the economy?

Saskatchewan residents are divided in their opinions of the way the provincial government is handling the economy. The number that approves moderately is larger than the number that moderately disapproves, but those who disapprove strongly greatly outweigh the number that strongly approves.

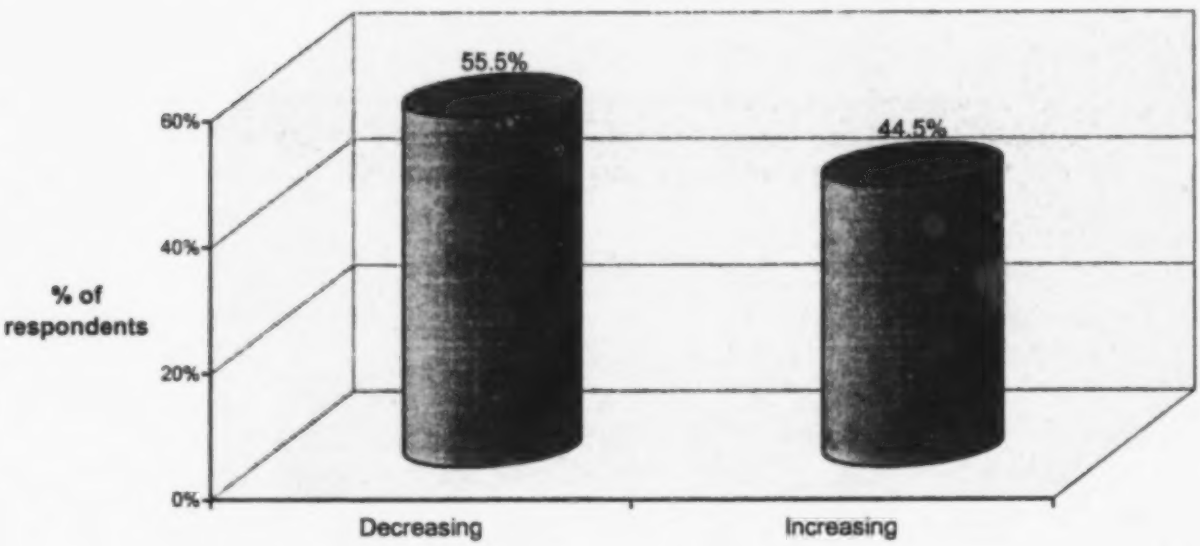
Generally speaking do you strongly approve, moderately approve, moderately disapprove, or strongly disapprove of the way the provincial government is handling the economy?



E3. Do you think the number of people employed in Saskatchewan right now has been increasing or decreasing?

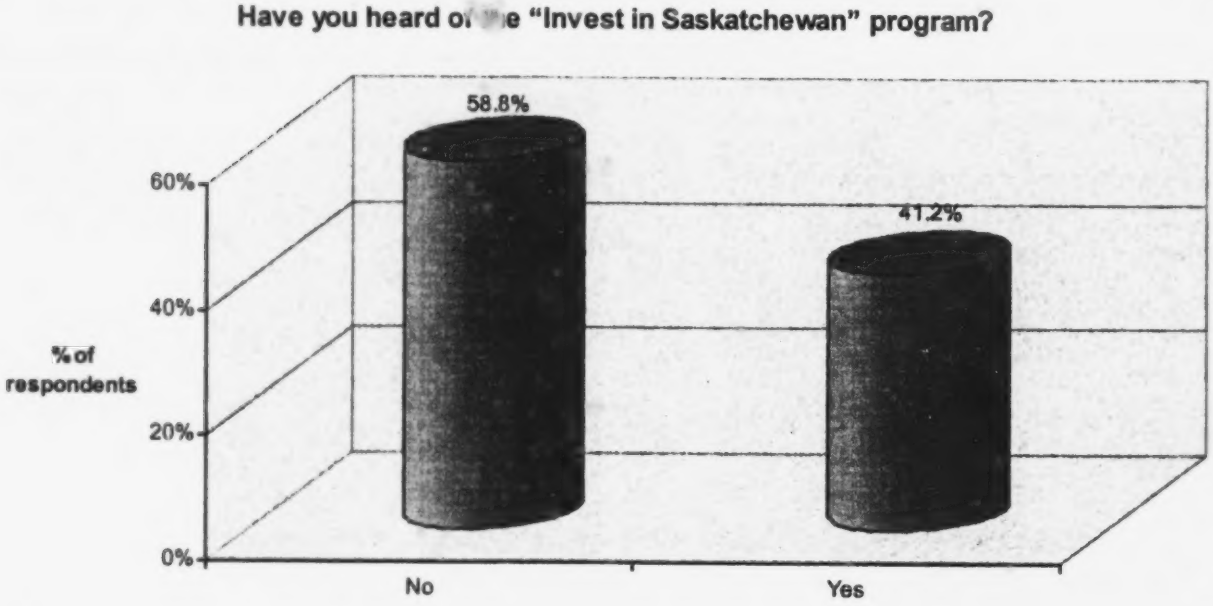
More than one-half (55.5%) of respondents think that the number of people employed in the province has been decreasing.

Do you think the number of people employed in Saskatchewan right now has been increasing or decreasing?



E4. Have you heard of the "Invest in Saskatchewan" program?

Most respondents had not heard of the program. Just over four in 10 indicated they had heard of it.



SIGMA ANALYTICS
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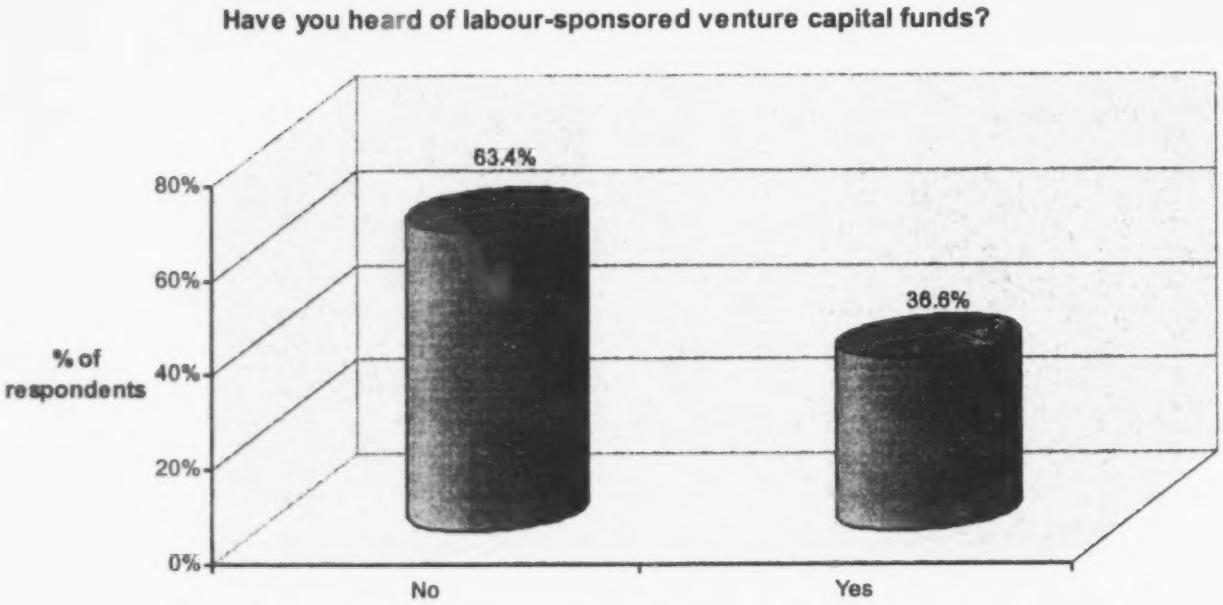
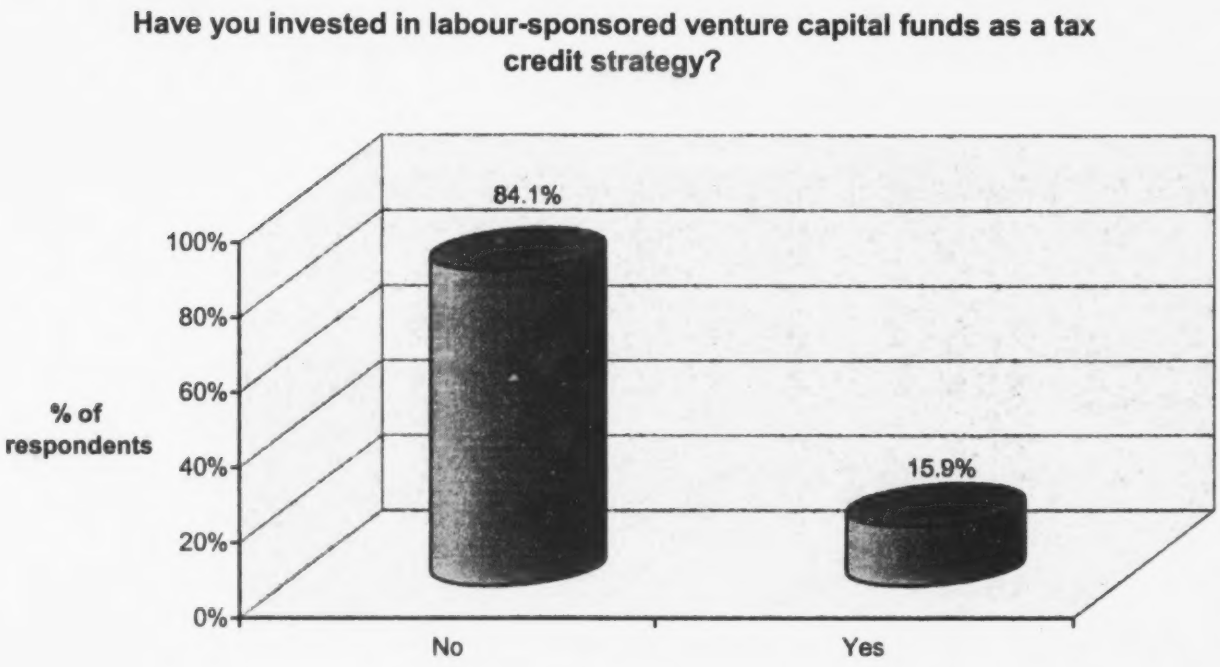
E5. Have you heard of labour-sponsored venture capital funds?

Approximately a third of respondents recognize venture capital funds as something they have heard of.



E6. If yes: Have you invested in labour-sponsored venture capital funds as a tax credit strategy?

Of the one third of respondents who have heard of LSVC funds, nearly one in six (15.9%) has invested in the funds as a tax credit strategy.



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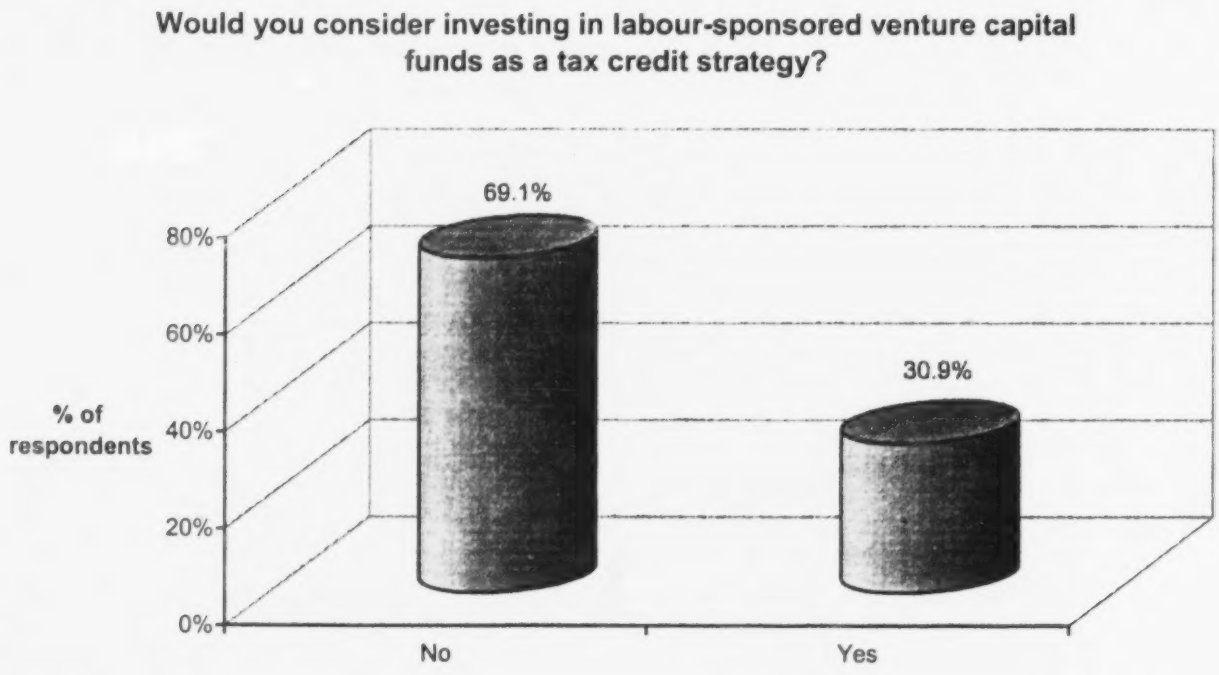
DATA MINING & RESEARCH

E7. Would you consider investing in labour-sponsored venture capital funds as a tax credit strategy?

Most respondents would not consider the LSVC option, though three in ten would.



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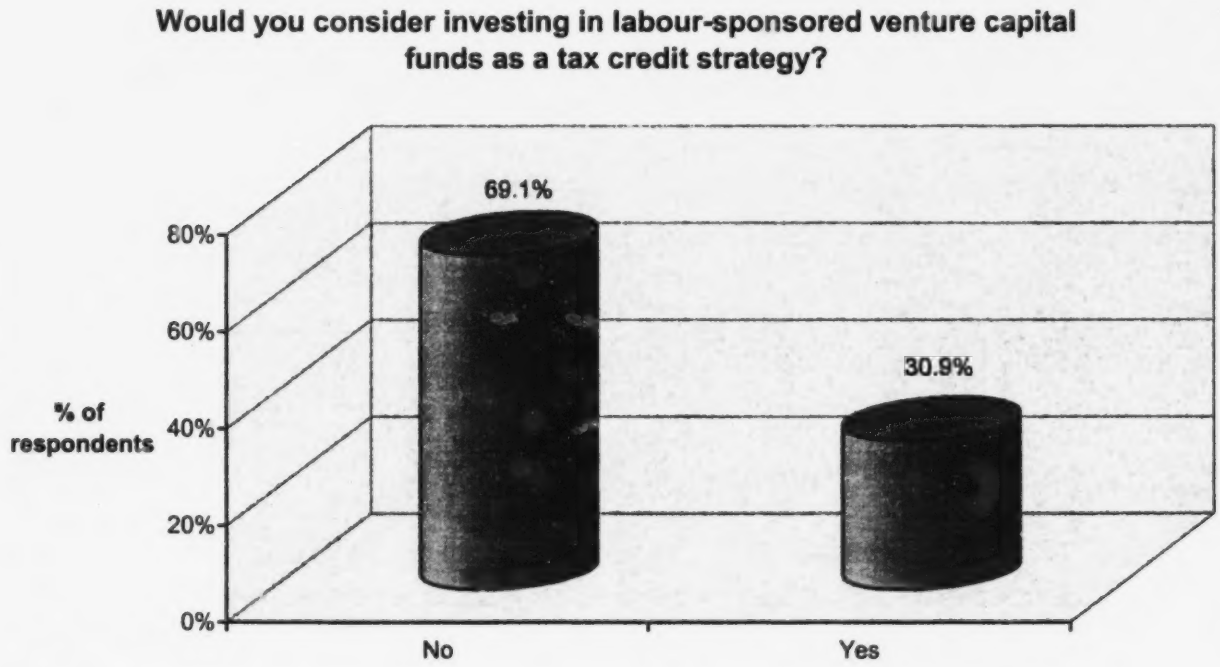

Demographics:

Gender:

Male	49.9%
Female	50.1%

Age:

18 – 34	23.3%
35 – 54	38.7%
55 and over	38.0%

Location:

City	53.8%
Town/Village/Hamlet	30.4%
Rural Municipality	15.8%

Occupation:

Retired	25.2%
Student	6.2%
Homemaker	5.5%
Not employed	2.6%
Farmer	9.9%
Professional	15.2%
Trades person	7.2%
Business owner/self-employed	5.8%
Employee – private sector	7.2%
Employee – local government	3.0%
Employee – provincial/federal government	4.8%
Manager – private sector	1.1%
Manager – public sector	0.7%
Other	5.8%

Education:

Less than grade 12	17.6%
Grade 12	26.3%
Some technical or university	13.0%
Technical diploma	16.0%
University degree	23.0%
Graduate degree	4.1%

Income:

Less than $25,000	24.1%
$25,000 - $50,000	34.2%
$50,000 - $100,000	29.0%
Over $100,000	12.7%

Region:

Saskatoon	19.8%
Regina	18.5%
Moose Jaw	2.6%
Prince Albert	3.4%
Southeast	9.0%
Southwest	12.8%
East Central	8.7%
Central	11.5%
Northwest	11.1%
North	2.4%

Department/Crown commissioning the work:

Executive Council

Date: May 2003

Supplier: Sigma Analytics
Regina

Cost: $19,866.95

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- Sample surveys provide estimates of the prevalence of the measured factors in the total population from which the sample is drawn. The estimates are statistically reliable within the ranges indicated, at the 95% level of confidence. This means that the actual prevalence of the factor could be greater or lesser than the estimate, by the amount of the margin of error. It also means that 5% of the time, the estimate can be expected to differ from reality by more than the margin of error. Results from sample surveys should therefore be treated as contributing to knowledge, but not as defining it precisely.

- While polling results for the entire sample are statistically reliable within the range indicated, results for sub-sets of the sample will have a larger margin of error because they are based on smaller numbers. They should be treated with more caution.

- Polls are "snapshot" approximations of reality. Subject to the foregoing considerations, they can be expected to reflect reality validly, within the indicated

ranges, at the time they are conducted. Opinions change. It is important to bear in mind that a single poll cannot describe a trend.

- Indicators from the sample can be projected to estimate the prevalence of the measured factor in the total population from which the sample was drawn. They cannot be interpreted as describing any other population.

Highlights

- *Healthcare issues dominate at the national level as the issue category most important to the largest group. Next most important is the economy.*

- *Provincially, there is a greater diversity of issues, none with a strong lead over the next. Agricultural and rural issues around economy and population led, scoring in the mid-thirties, followed by economy and population issues in the high twenties, and healthcare, at 20%. .*

- *Two in three respondents feel the Saskatchewan education system is about the same as in the rest of the country.*

- *A majority feels Saskatchewan high school graduates are prepared for post-secondary academic education, though most hold this view only moderately. Respondents feel students are prepared to enter the workforce, but the proportion holding this view is smaller than those finding students prepared for post-secondary education.*

- *By a small margin, respondents indicated that they had not taken an in-province pleasure trip in 2002. Of those who did, roughly half went camping, and six in 10 visited a provincial park.*

- *Satisfaction with provincial parks is very high among those who visited. Over half indicated they are very satisfied, with another 40% indicating satisfaction.*

- *Seventy percent stated they plan to visit a park in 2003, whether regional, provincial or national.*

- *Large majorities believe Saskatchewan residents have safe drinking water. The proportion that finds local water supplies safe is much larger than those holding the same view for the province as a whole.*

- *About six in 10 would be prepared to pay more to improve the water supply, or to ensure its safety.*

- *A majority of 75% think employment in Saskatchewan is stable or rising.*

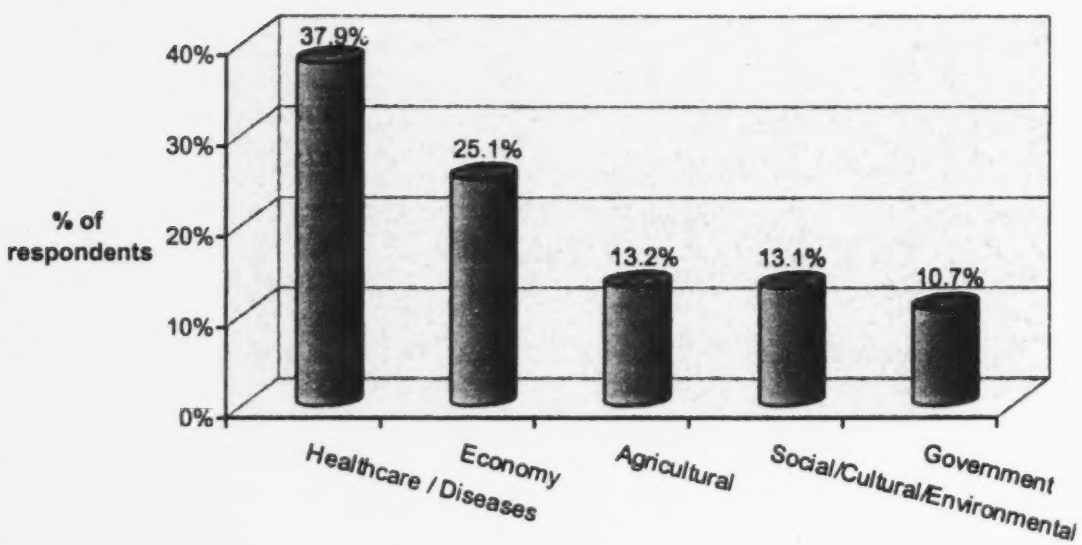
Section A: Executive Council General Issues

A1. What do you think is the most important issue facing Canada today?

Saskatchewanians continue to identify healthcare and diseases as the issue category of greatest importance at the national level. The largest group of respondents, 37.9% overall, cite this issue as most important.

The second most-often selected issue is the economy, chosen by one in four.

A1. What do you think is the most important issue facing Canada today?

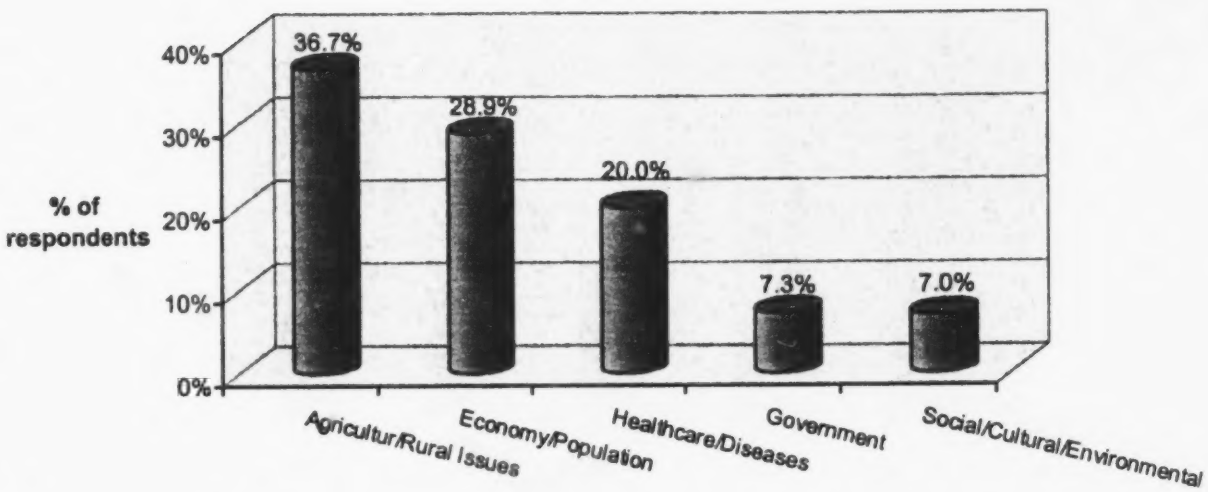


A2. What do you think is the most important issue facing the province of Saskatchewan today?

Provincially, agricultural and rural issues are important to the largest group of Saskatchewan residents. One third (36.7%) of respondents identified it as the top issue area.

Following was the economy and population (28.9%), with healthcare and diseases (20.0%).

A2. What do you think is the most important issue facing the province of Saskatchewan today?



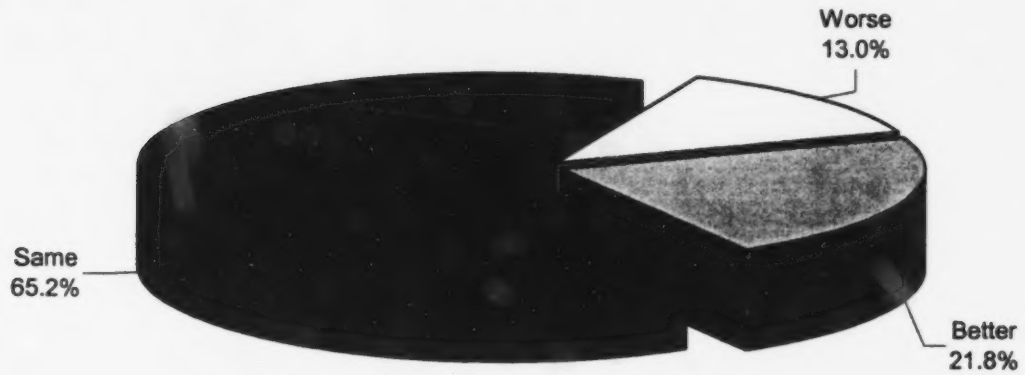
Section B: Learning

B1. Compared to the rest of the country, do you think the education system in Saskatchewan is better, the same, or worse?

Two in three find little difference between the education system in this province and the systems elsewhere.

One fifth believe Saskatchewan's system is better, and somewhat over half that number indicate it is worse.

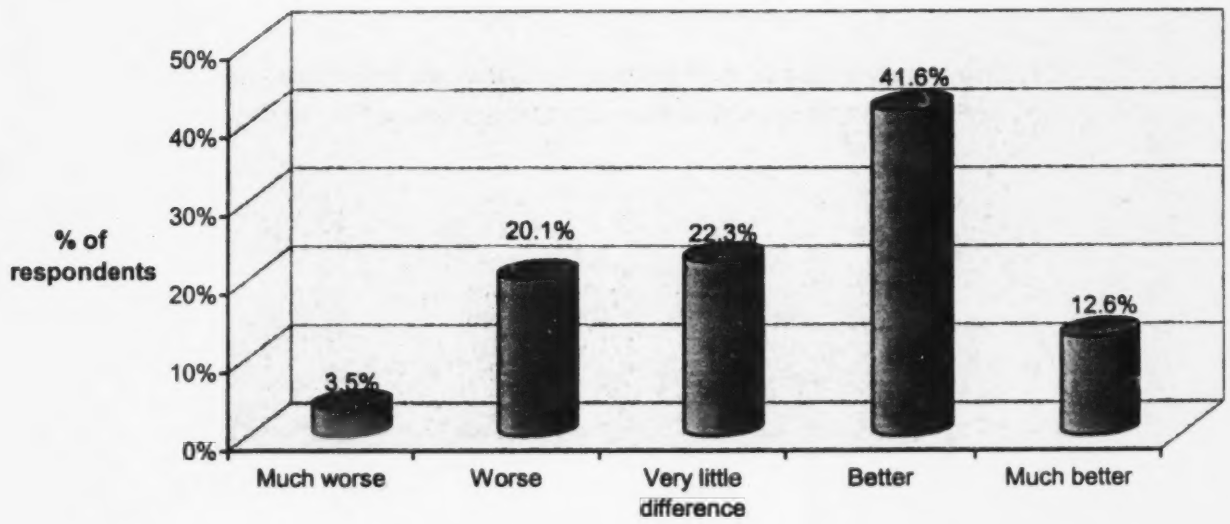
B1. Compared to the rest of the country, do you think the education system in Saskatchewan is better, the same, or worse?



B2. When you think of your own school education, do you believe students' education today is much better, better, worse, much worse or very little difference compared to yours?

A majority indicates that education today has improved from the time when earlier generations attended. About one in four believes education is worse today.

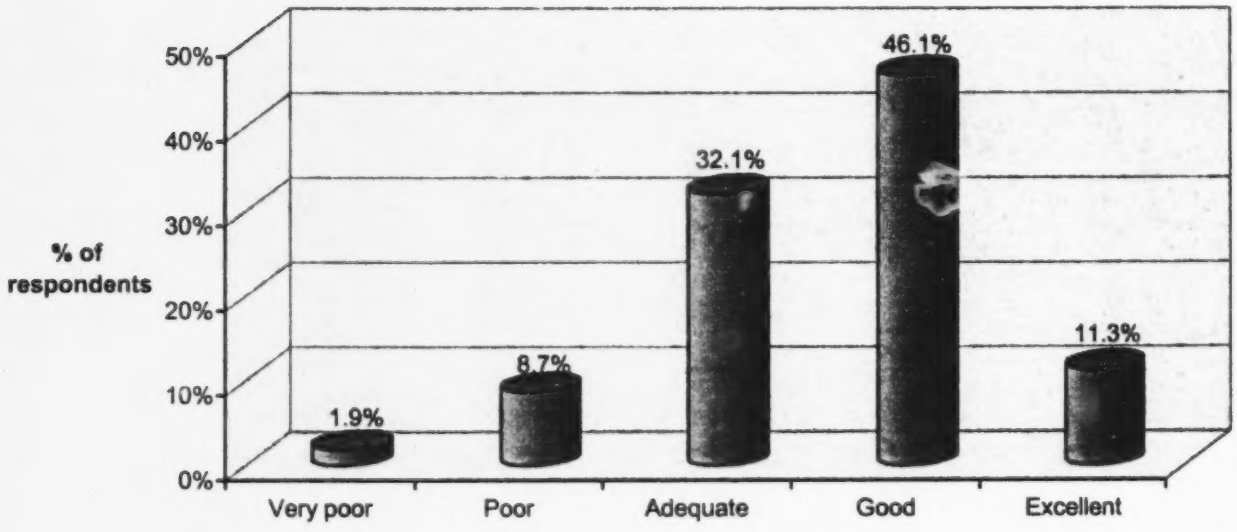
B2. When you think of your own school education, do you believe students' education today is much better, better, worse, much worse or very little difference compared to yours?



B3. Do you think the quality of elementary education in Saskatchewan is generally excellent, good, adequate, poor or very poor?

Those who think elementary education is good to excellent greatly outweigh those who find it poor to very poor. The margin is larger than five to one.

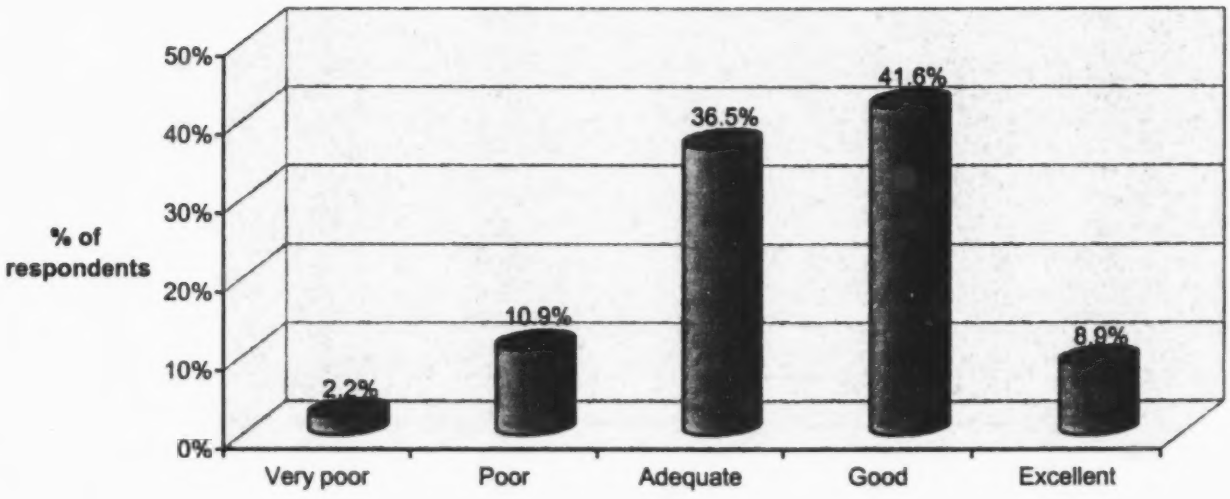
B3. Do you think the quality of elementary education in Saskatchewan is generally excellent, good, adequate, poor or very poor?



B4. Do you think that the quality of secondary or high school education in Saskatchewan is generally excellent, good, adequate, poor or very poor?

The quality of high school education is also viewed favourably by many more than view it negatively. Here the ratio is approximately four to one.

B4. Do you think that the quality of secondary or high school education in Saskatchewan is generally excellent, good, adequate, poor or very poor?

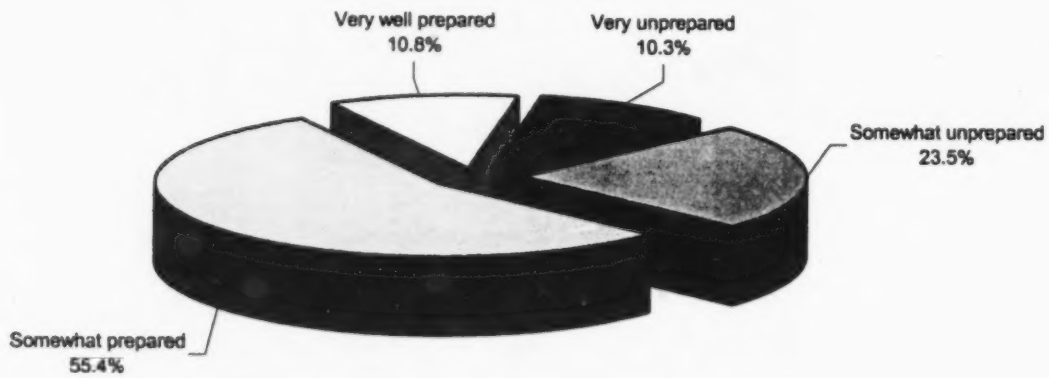


B5. Which best describes how well prepared you think Saskatchewan high school students are for entering post-secondary institutions like colleges or universities? Do you think they are very well prepared, only somewhat prepared, somewhat unprepared or very unprepared?

Roughly two thirds of respondents find students well or somewhat prepared for post-secondary education.

The strongest views are nearly balanced. Virtually identical proportions believe students are either very well prepared, or very unprepared.

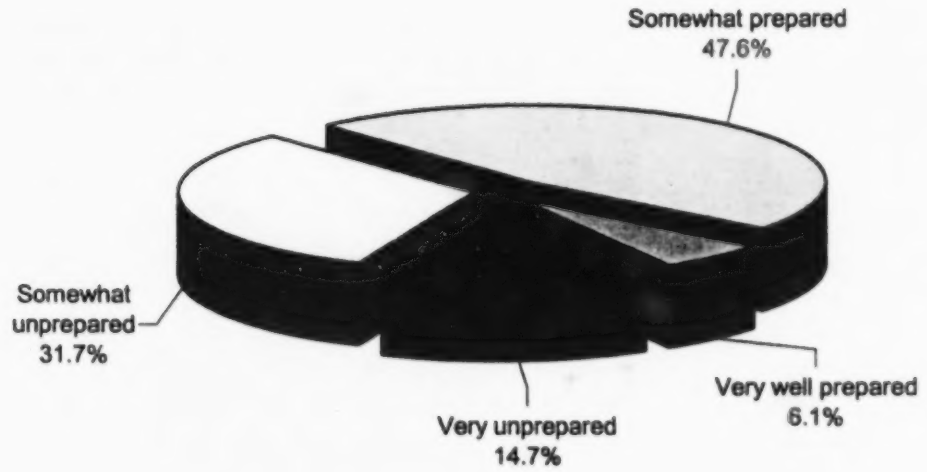
B5. Which best describes how well prepared you think Saskatchewan high school students are for entering post-secondary institutions like colleges or universities?



B6. How well prepared do you think high school students are for entering the workforce? Do you think they are very well prepared, only somewhat prepared, somewhat unprepared, or very unprepared?

In terms of being prepared to enter the workforce, opinion is split. While those who find students somewhat prepared constitute a sizeable group, nearly one half, those who find them very unprepared greatly outweigh those who find students very well prepared.

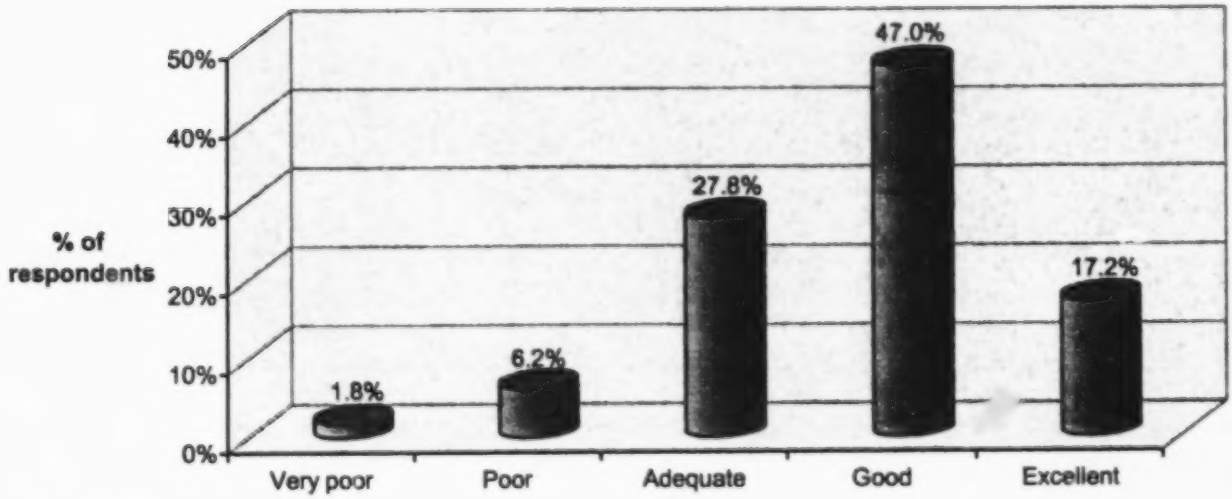
B6. How well prepared do you think high school students are for entering the workforce?



B7. How well do you believe Saskatchewan's education system is doing in using new technology like computers and the internet to enhance learning opportunities for students? Would you say they are excellent, good, adequate, poor or very poor?

A strong majority of about two in three indicates that Saskatchewan's education system is doing well at using technology. They vastly outweigh the single-digit numbers who hold a negative view.

B7. How well do you believe Saskatchewan's education system is doing in using new technology like computers and the internet to enhance learning opportunities for students?

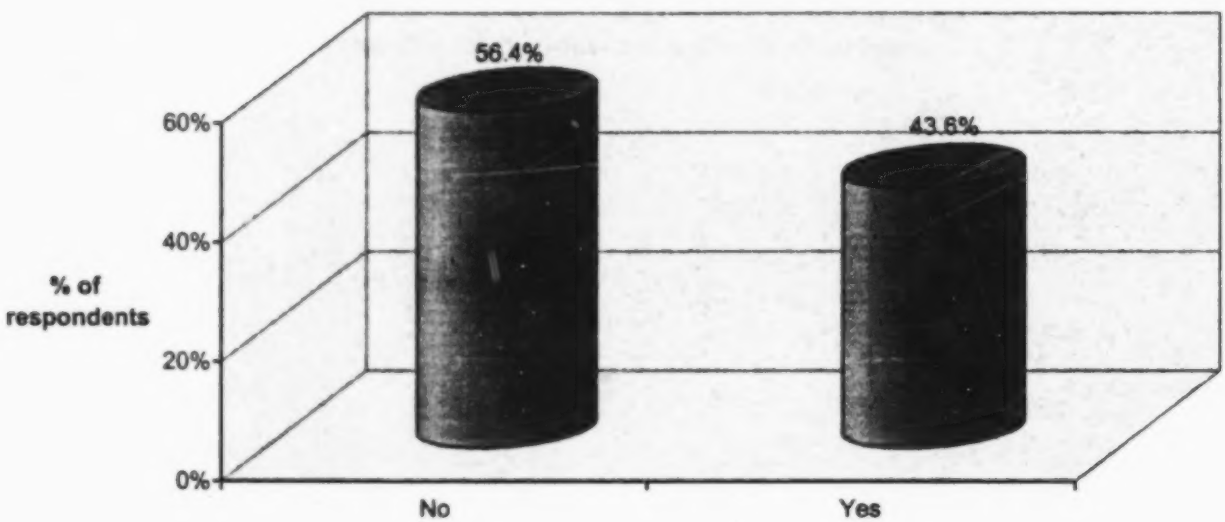


Section C: Saskatchewan Tourism

C1. During the period May to October 2002, did you take a vacation or pleasure trip within Saskatchewan but outside your community or area?

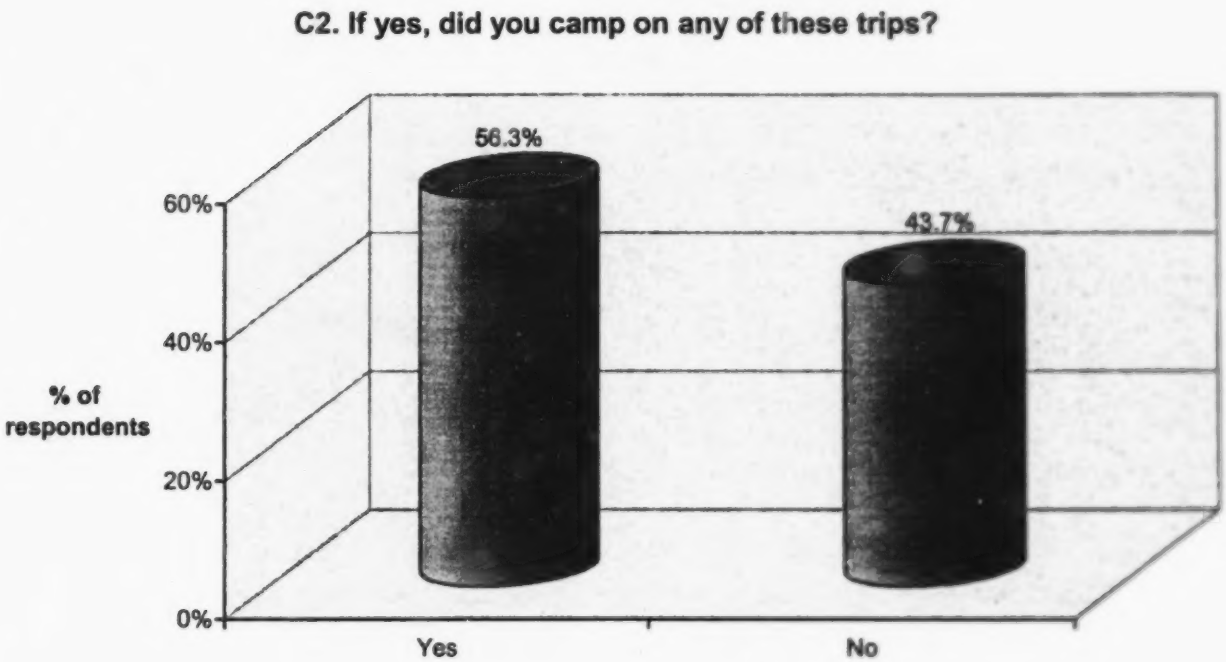
Over half of respondents indicate they did not take a pleasure trip in Saskatchewan last summer and fall.

C1. During the period May to October 2002, did you take a vacation or pleasure trip within Saskatchewan but outside your community or area?



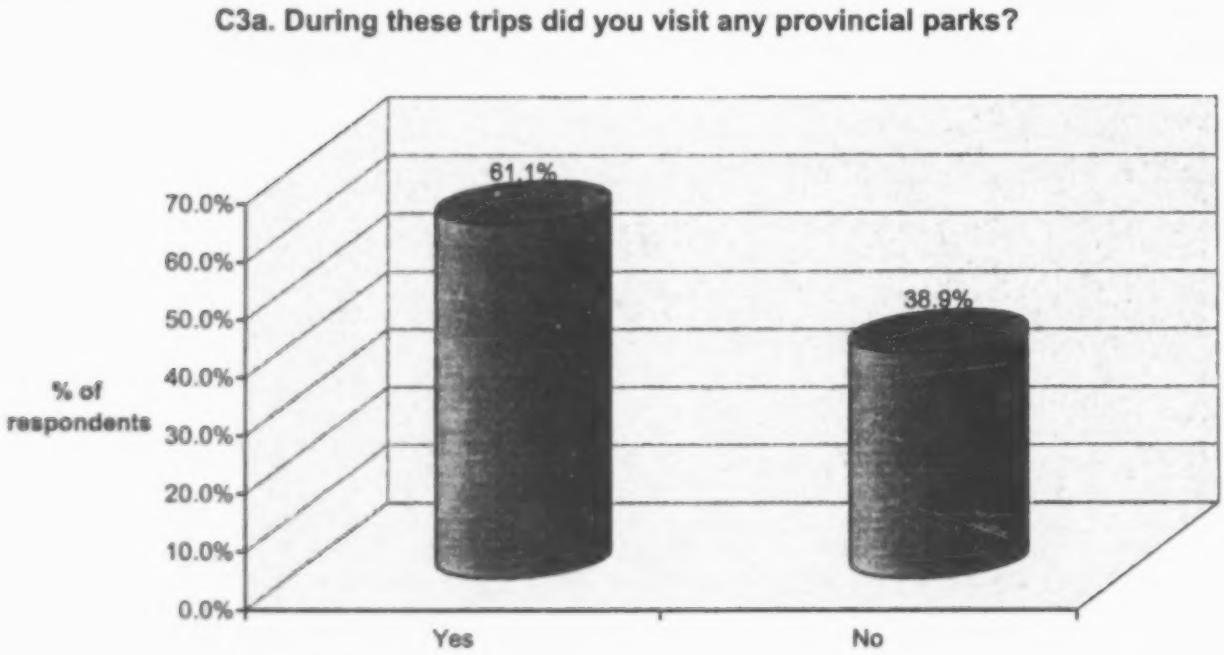
C2. If yes, did you camp on any of these trips?

Among the just-under–half who did take a pleasure trip inside the province in 2002, over half went camping on one or more of their trips.



C3a. During these trips did you visit any provincial parks?

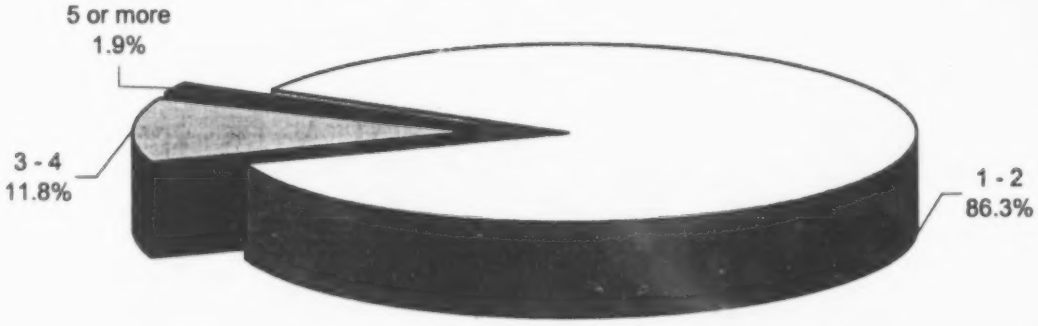
Approximately six in 10 in-province pleasure travelers visited provincial parks.



C3b. How many provincial parks did you visit?

The vast majority of respondents indicate a visit to one park, or to two.

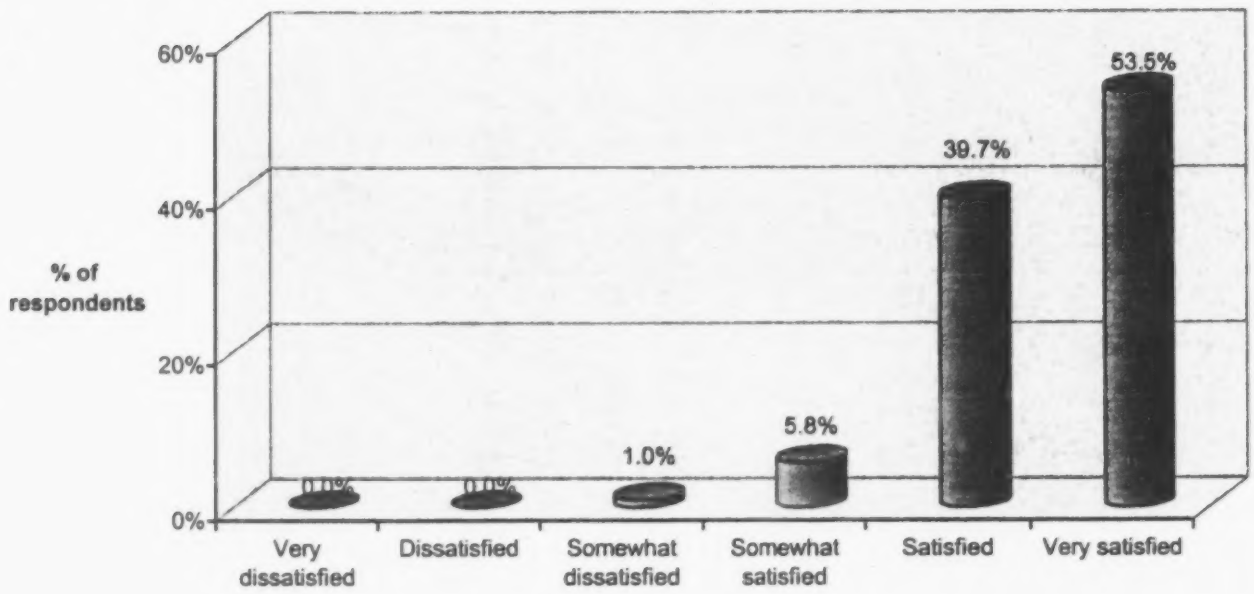
C3b. How many provincial parks did you visit?



C3d. Overall, how satisfied were you with your visits to provincial parks? Is that...

Among parks visitors, satisfaction was very strong. Over half report being very satisfied, and a further 40% report "satisfaction." Virtually no respondents indicate being dissatisfied.

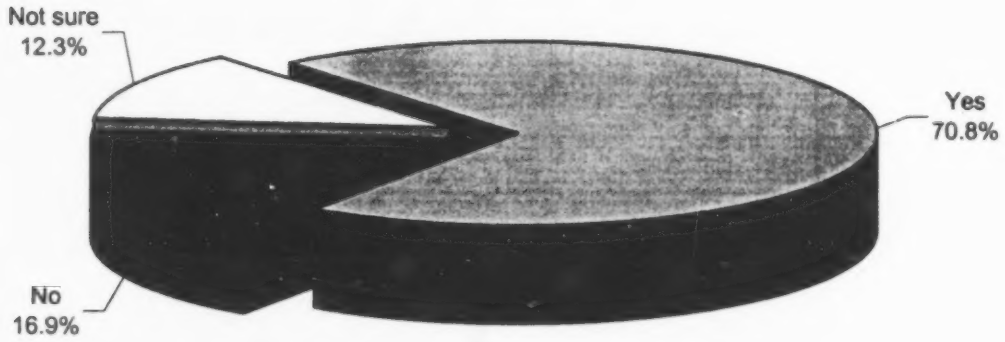
C3d. Overall, how satisfied were you with your visits to provincial parks?



C4. Are you planning to visit any provincial, national or regional parks in Saskatchewan during summer 2003?

Seven in 10 indicate intent to visit a park operated by the provincial, national or regional authority.

C4. Are you planning to visit any provincial, national or regional parks in Saskatchewan during summer 2003?



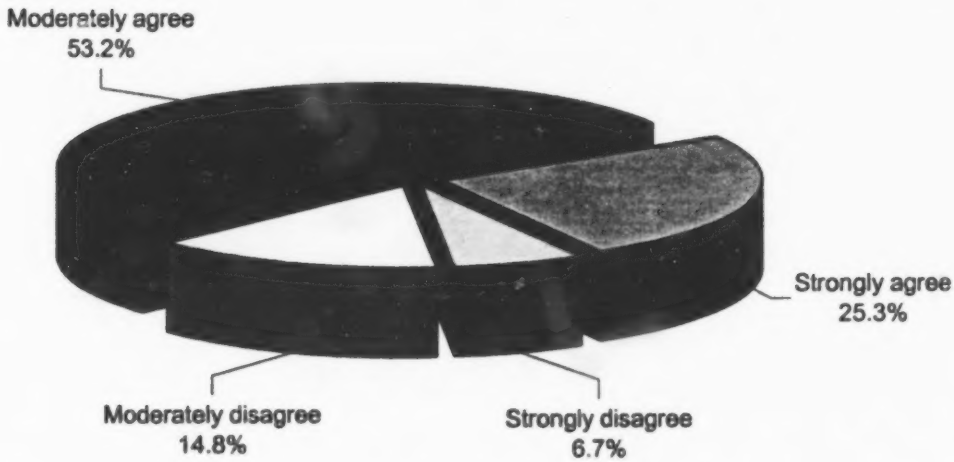
Section D: Saskatchewan Environment

Please tell me if you agree or disagree with the following statements:

D1. Saskatchewan residents have safe drinking water. Do you...

Three in four respondents agree that Saskatchewan residents have safe drinking water. One in five disagrees.

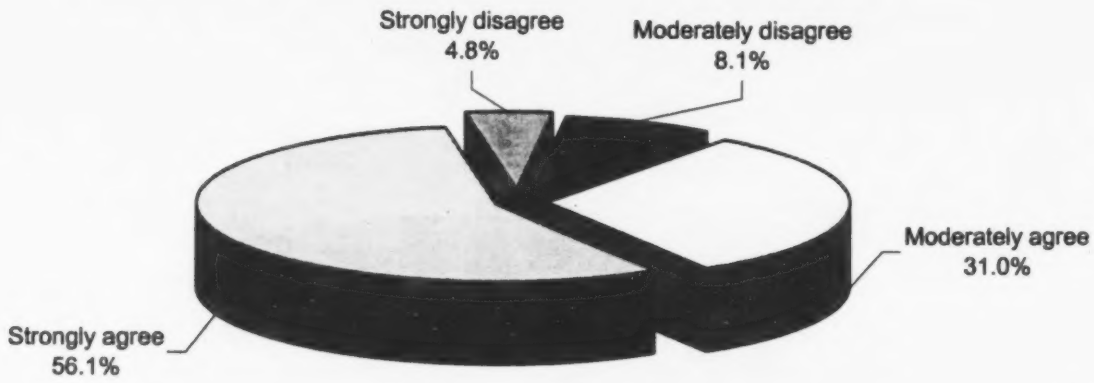
D1. Saskatchewan residents have safe drinking water.



D2. I am confident that my drinking water is safe. Do you...

When asked about their own supply of drinking water, the proportion that believes the water is safe rises considerably from the level at which the provincial supply as a whole is deemed safe. Most significantly, the number that agrees strongly is much higher, exceeding half of respondents.

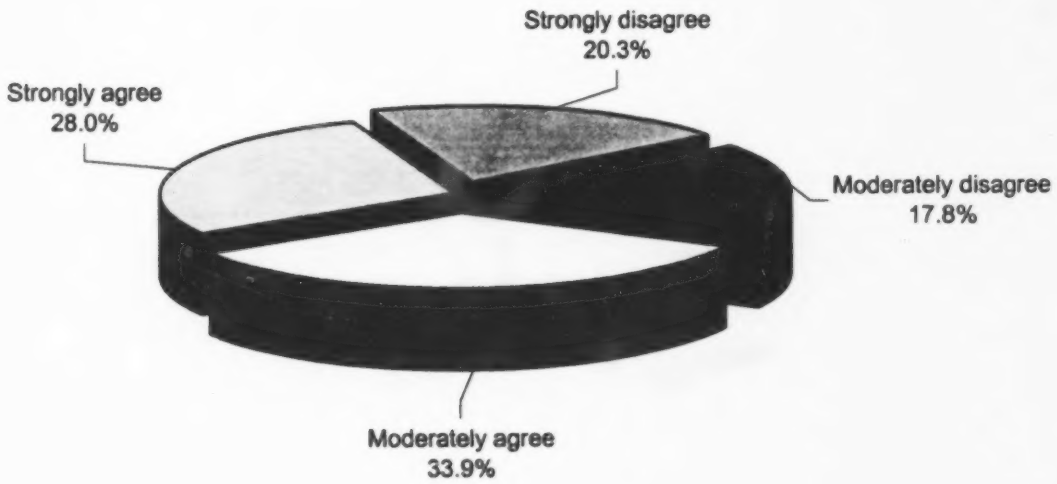
D2. I am confident that my drinking water is safe.



D3. If improvements are required to make my drinking water safe or to generally improve the drinking water quality, I would be willing to pay higher water rates. Do you...

By a ration of six to four, respondents indicate they would be prepared to pay higher rates if necessary to improve or ensure safety of the water supply. However, consequential numbers indicate they hold strong views, both pro and con.

D3. If improvements are required to make my drinking water safe or to generally improve the drinking water quality, I would be willing to pay higher water rates.

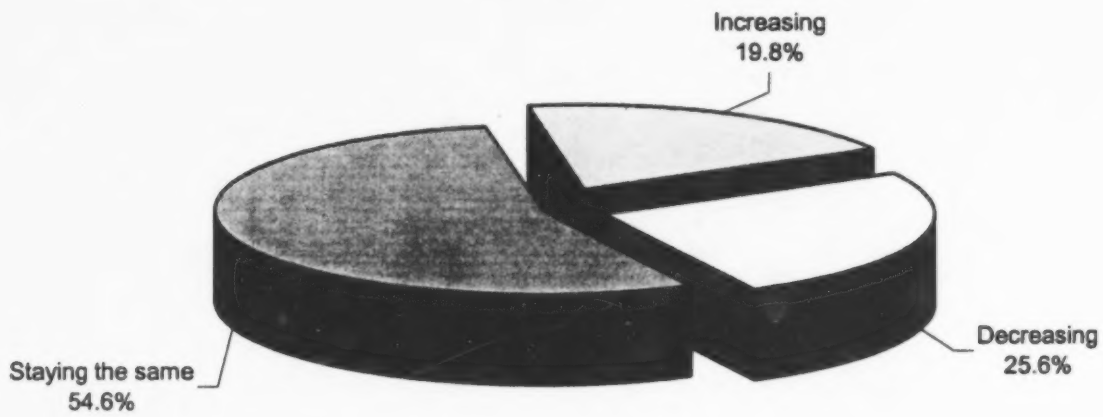


Section E: Industry & Resources

E1. Do you think the number of people employed in Saskatchewan in recent months has been increasing, decreasing or staying about the same?

A small majority believes Saskatchewan's employment levels are more or less unchanged in recent months. One in four believes the level is declining, one in five, that it is rising.

E1. Do you think the number of people employed in Saskatchewan in recent months has been increasing, decreasing or staying about the same?



Demographics:

Gender:

Male	50.0%
Female	50.0%

Age:

18 – 34	23.1%
35 – 54	40.3%
55 and over	36.5%

Location:

City	56.4%
Town/Village/Hamlet	25.3%
Rural Municipality	18.4%

Occupation:

Retired	26.1%
Student	6.0%
Homemaker	5.7%
Not employed	1.9%
Farmer	8.9%
Professional	9.8%
Trades person	4.7%
Business owner/self-employed	5.0%
Employee – private sector	8.8%
Employee – local government	2.7%
Employee – provincial/federal government	5.6%
Manager – private sector	1.4%
Manager – public sector	0.7%
Other	12.7%

Education:

Less than grade 12	20.9%
Grade 12	24.7%
Some technical or university	15.9%
Technical diploma	14.3%
University degree	18.8%
Graduate degree	5.4%

Income:

Less than $25,000	23.1%
$25,000 - $50,000	34.3%
$50,000 - $100,000	32.2%
Over $100,000	10.4%

Region:

Saskatoon	19.8%
Regina	18.1%
Moose Jaw	3.3%
Prince Albert	2.8%
Southeast	9.6%
Southwest	11.1%
East Central	6.8%
Central	11.9%
Northwest	13.5%
North	3.0%

Department/Crown commissioning the work:

Executive Council

Date: June 2003

Supplier: Sigma Analytics
Regina

Cost: $23,948.58

Saskatchewan Executive Council

Omnibus Polling Program

Report of Results

June 2003

Introduction

Objective

The objective of this poll was to query a sample of Saskatchewan residents on a range of issues identified by Saskatchewan Executive Council and its client departments.

A number of the queries are repeats from polls that have been conducted regularly over several years, in ongoing monitoring of issues and trends. Others are unique to this particular survey.

Methodology

Interviews were conducted across Saskatchewan with respondents aged 18 or older in households selected at random by computer. All fieldwork was done by telephone from Sigma's call centre.

A total of 1015 interviews were completed. The results from a sample of this size can be expected to be accurate to within plus or minus 3.1 percentage points, 19 times out of 20.

Queries were supplied by Saskatchewan Executive Council and in some instances modified at the suggestion of Sigma Analytics.

Cautions

Interpreting the results in this report should be done with the following cautionary considerations in mind:

- Sample surveys provide estimates of the prevalence of the measured factors in the total population from which the sample is drawn. The estimates are statistically reliable within the ranges indicated, at the 95% level of confidence. This means that the actual prevalence of the factor could be greater or lesser than the estimate, by the amount of the margin of error. It also means that 5% of the time, the estimate can be expected to differ from reality by more than the margin of error. Results from sample surveys should therefore be treated as contributing to knowledge, but not as defining it precisely.

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ranges, at the time they are conducted. Opinions change. It is important to bear in mind that a single poll cannot describe a trend.

- Indicators from the sample can be projected to estimate the prevalence of the measured factor in the total population from which the sample was drawn. They cannot be interpreted as describing any other population.

Highlights

- Healthcare continues to be the leading choice as most important issue facing Canada. Within Saskatchewan, agriculture and rural issues continue to be top choice.

- Wind power is seen as a high-value initiative by a majority in terms of meeting future energy needs. Similar high ratings are given to ethanol production and use, reduction of taxes and royalties to encourage growth in mineral exploration and production, and encouragement of sustainable forestry production.

- Better infrastructure, tax credits for provincial venture capital funds and support for research and development in growth sectors also received substantial support, though moderately less than the other initiatives.

- A strong majority believes the province's post-secondary system is on a par with those of other jurisdictions. Similar numbers find Saskatchewan's system good to excellent.

- The Internet is chosen by the largest segment as the source for information on post-secondary opportunities. It is followed closely by the University, and trailed by SIAST.

- Few respondents (9.1%) have heard of Recognized Prior Learning.

- Apprenticeship, technical training or work-based training would be recommended to young people by two thirds of respondents, university, by one third.

- While a large majority find no barrier to post-secondary education, those who do tend to identify costs, and tuition in particular, as the major concern.

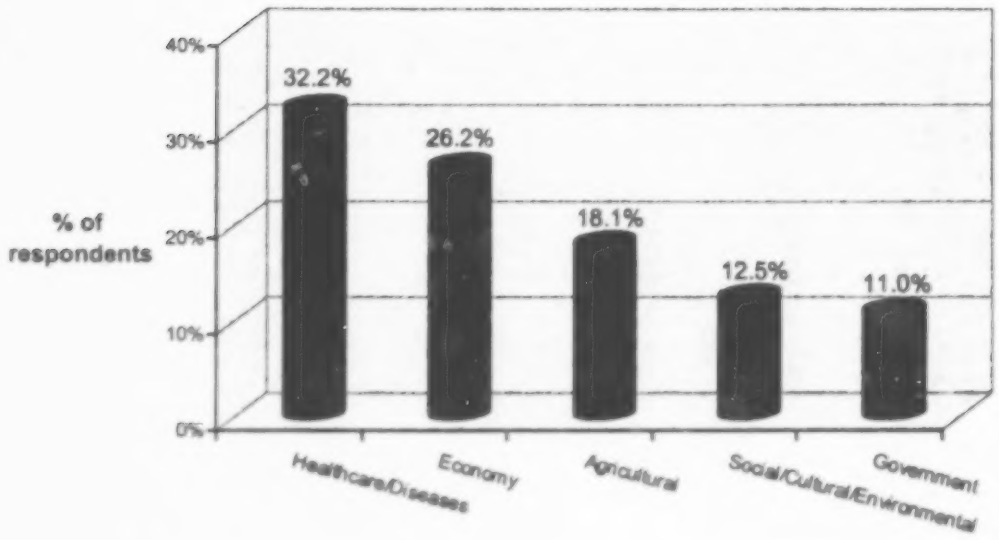
- About four in ten respondents recall the Wide Open Future campaign, and twice as many, over eight in ten, recall generic advertising promoting Saskatchewan.

Section A: Executive Council General Issues

A1. What do you think is the most important issue facing Canada today?

Though the levels of importance varied somewhat, Saskatchewan residents continue to rank healthcare and disease the top issue area, followed by the economy, agriculture and others.

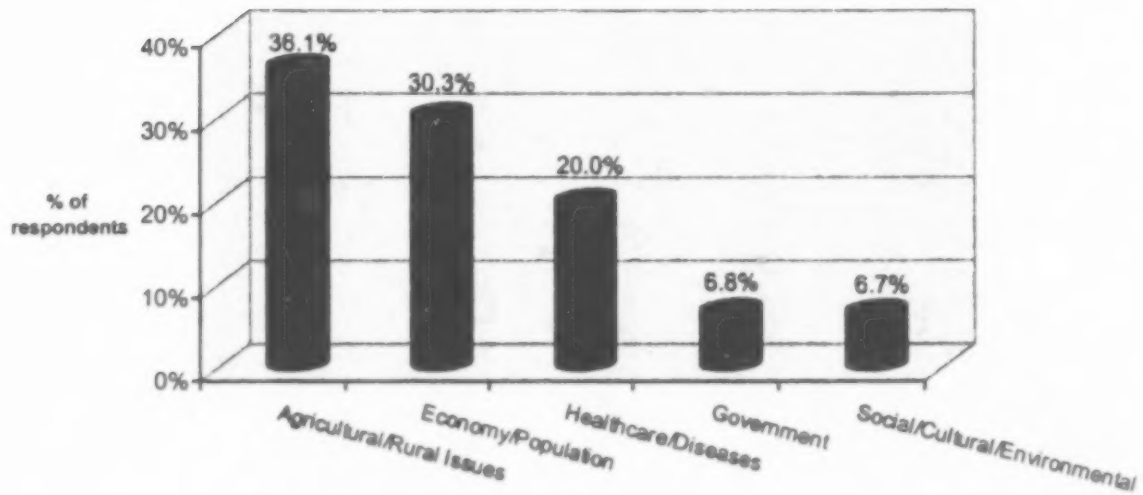
What do you think is the most important issue facing Canada today?



A2. What do you think is the most important issue facing the province of Saskatchewan today?

The June poll found the same ordering of issue areas as was revealed in May. Interestingly, the levels of importance ascribed to each issue area are virtually identical.

What do you think is the most important issue facing the province of Saskatchewan today?

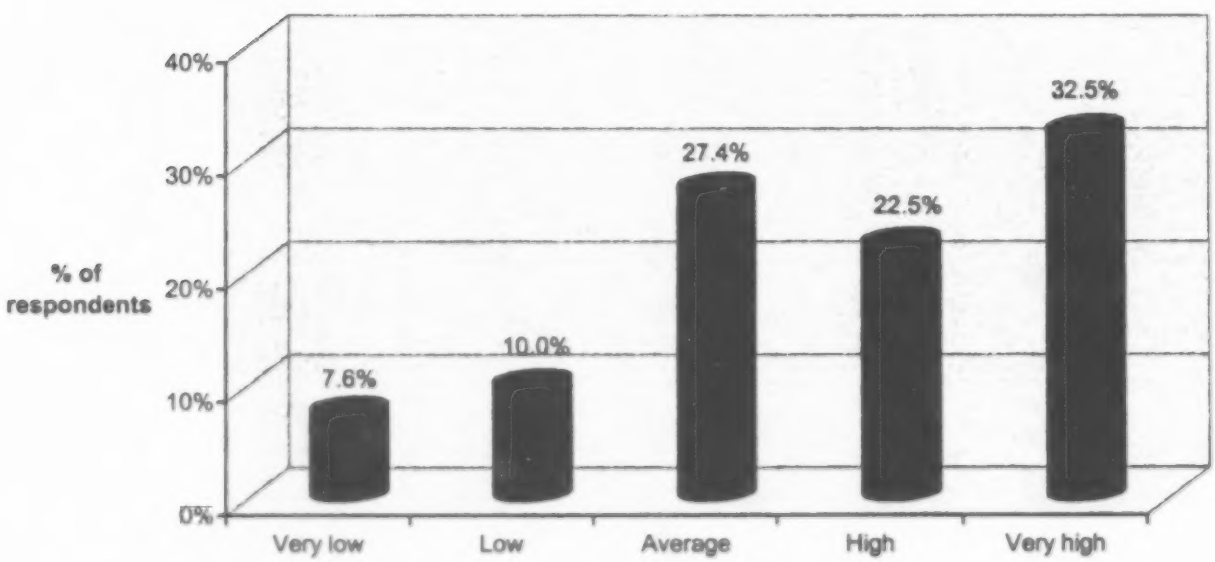


I am going to read a number of economic development initiatives taken in Saskatchewan. What value do you think these initiatives have, where 1 is "very low" value and 5 is "very high" value?

A3a. More use of wind power to help meet future energy needs.

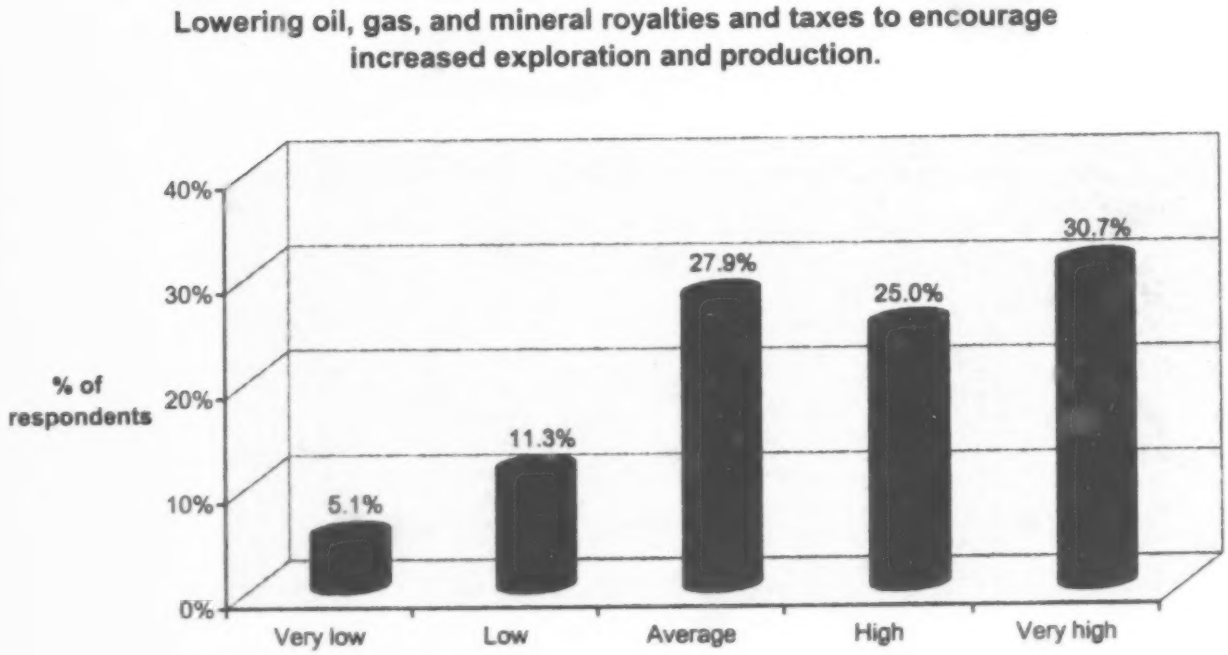
Wind power is perceived as valuable by over half of respondents. The largest single group of respondents, one in three, perceives a very high value in wind power.

More use of wind power to help meet future energy needs.



A3b. Lowering oil, gas, and mineral royalties and taxes to encourage increased exploration and production.

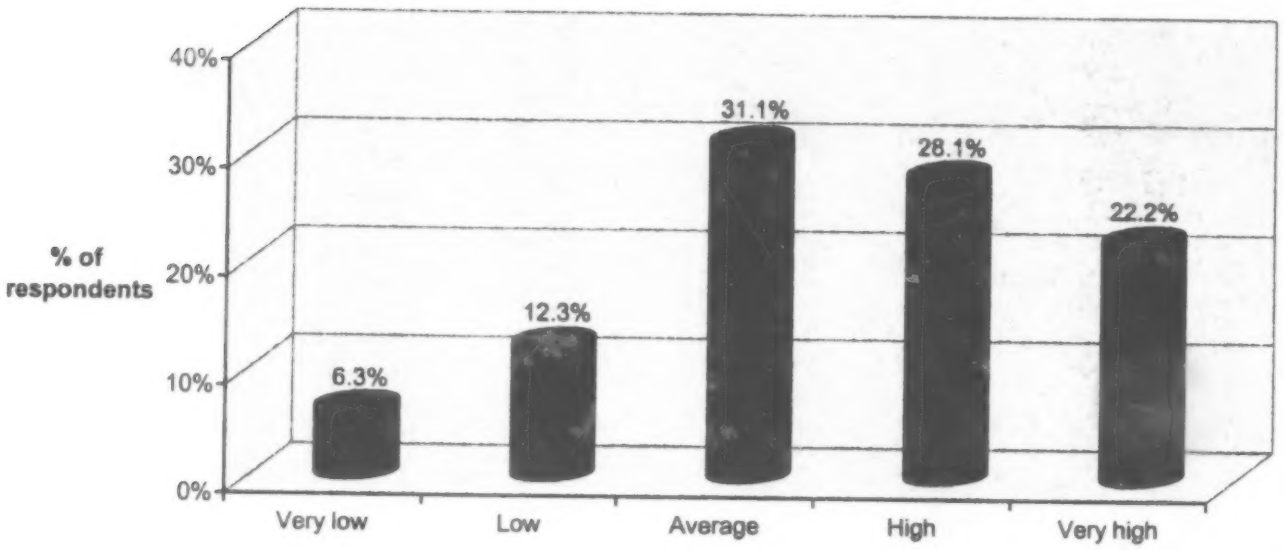
Reduction of taxes and royalties is seen as having high value by over half of respondents, with the largest single group perceiving this measure to have very high value.



A3c. Providing tax credits for investments in Saskatchewan-based venture capital funds.

The perception of high value is much more common than perception of low value, with the positive end of the scale outweighing the negative by a ratio of 5:2.

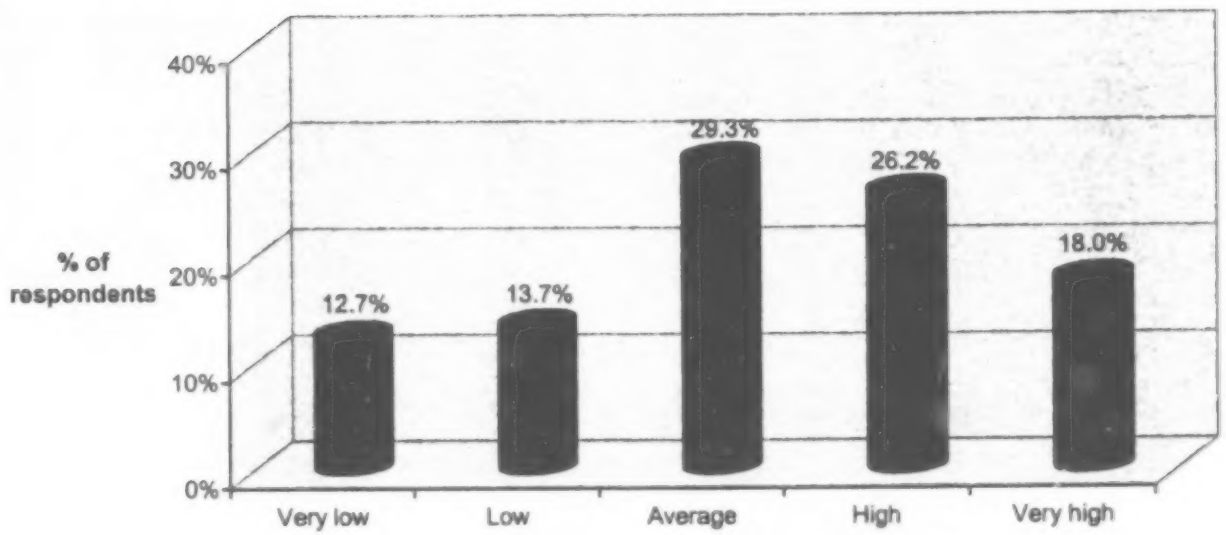
Providing tax credits for investments in Saskatchewan-based venture capital funds.



A3d. Advertising campaigns to spread the word about Saskatchewan's development potential and lower operating costs.

Roughly four in ten respondents perceive that campaigns to promote the province's potential have value. One in four does not.

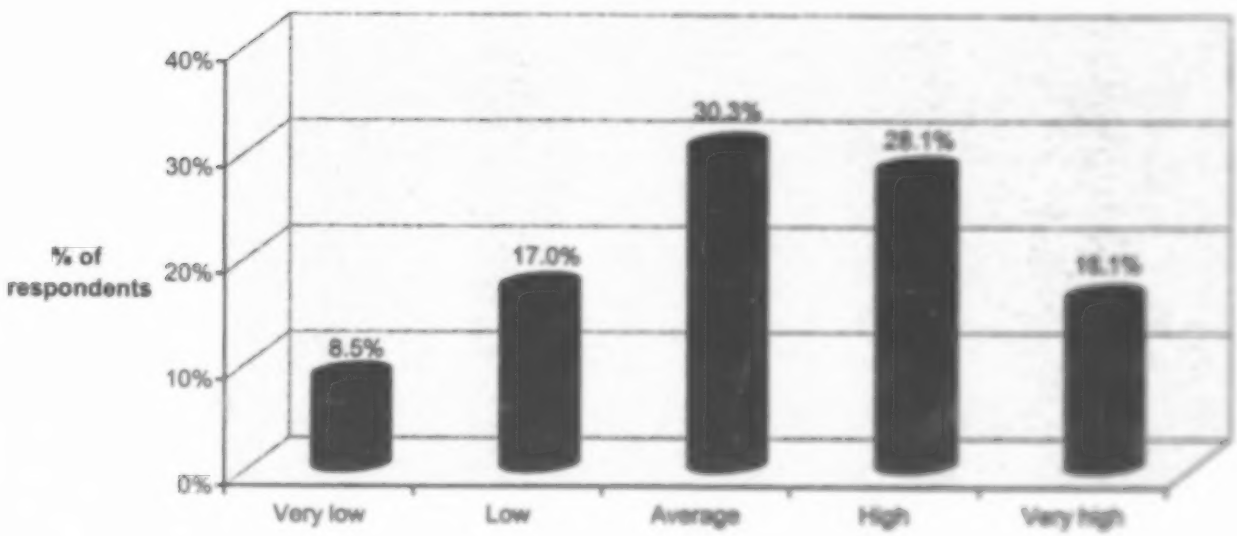
Advertising campaigns to spread the word about Saskatchewan's development potential and lower operating costs.



A3e. More government funding for research and development in economic growth sectors.

Favourable perceptions of additional public funds for growth sectors of the economy outweigh the unfavourable 46% to 26%.

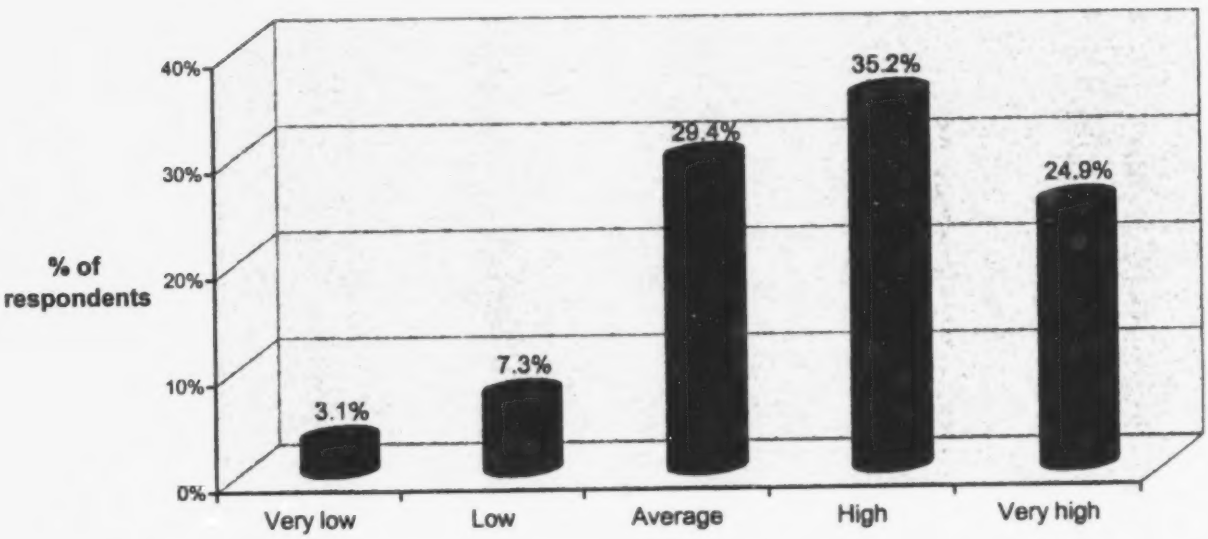
More government funding for research and development in economic growth sectors.



A3f. Encourage sustainable forestry and wood-products production in Saskatchewan.

Six in ten respondents ascribe high value to encouraging sustainable production in forestry. Those perceiving value outweigh those who do not by six to one.

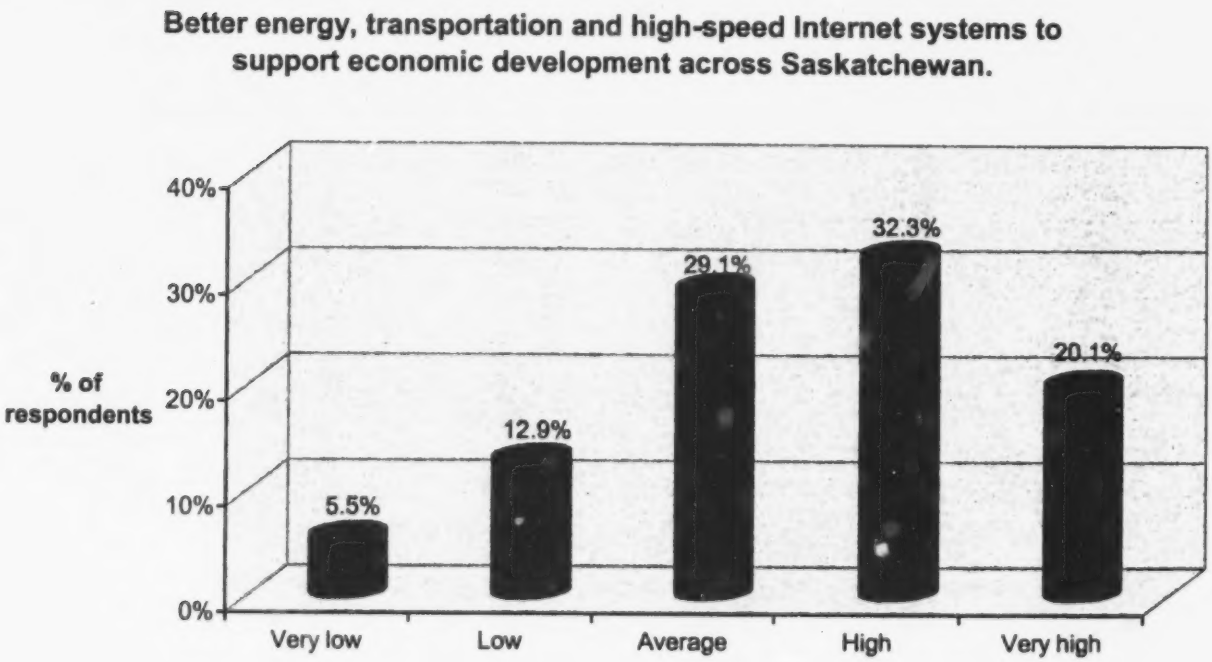
Encourage sustainable forestry and wood-products production in Saskatchewan.



SIGMA ANALYTICS
DATA MINING & RESEARCH

A3g. Better energy, transportation and high-speed Internet systems to support economic development across Saskatchewan.

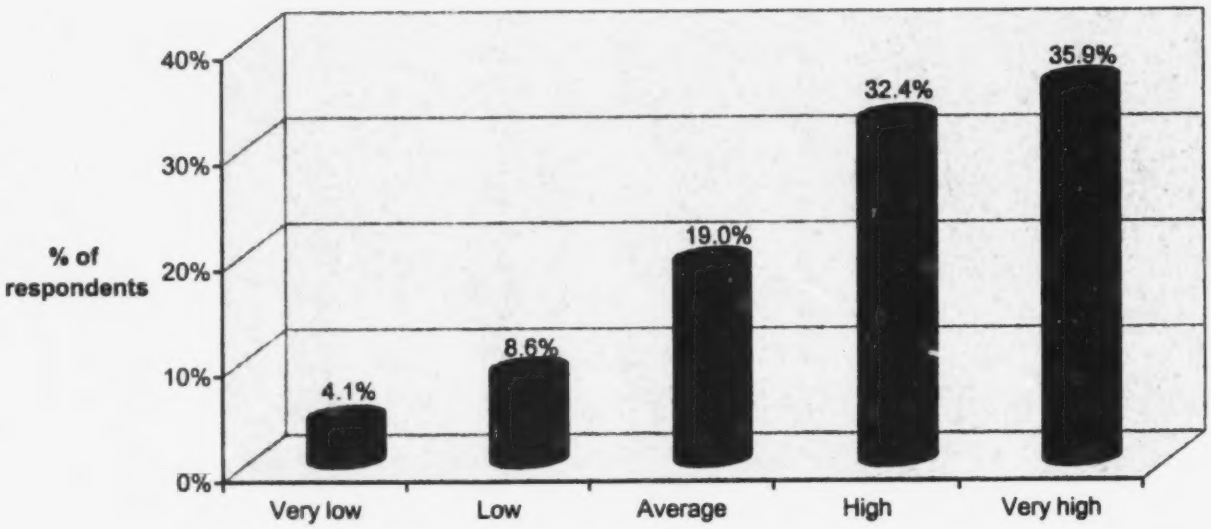
Also by substantial margins, respondents feel improved infrastructure for economic growth has high value.



A3h. Encourage the production and use of ethanol as fuel, using Saskatchewan grain.

Ethanol production from Saskatchewan grain, and its use, are seen a having high value by two thirds of respondents.

Encourage the production and use of ethanol as fuel, using Saskatchewan grain.

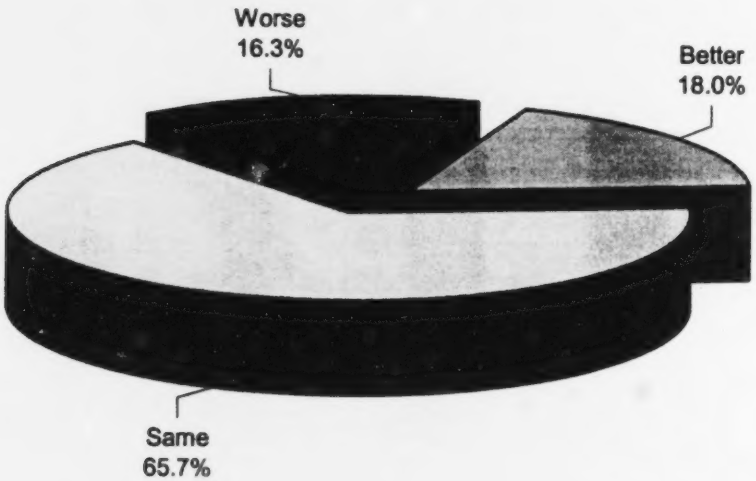


Section B: Learning

B1. Compared to the rest of the country, do you think the post-secondary education and training system in Saskatchewan is better, the same, or worse?

Two thirds of respondents find Saskatchewan's post-secondary system on a par with those of the rest of Canada. Approximately equal proportions of respondents find it better, and worse.

Compared to the rest of the country, do you think the post-secondary education and training system in Saskatchewan is better, the same, or worse?

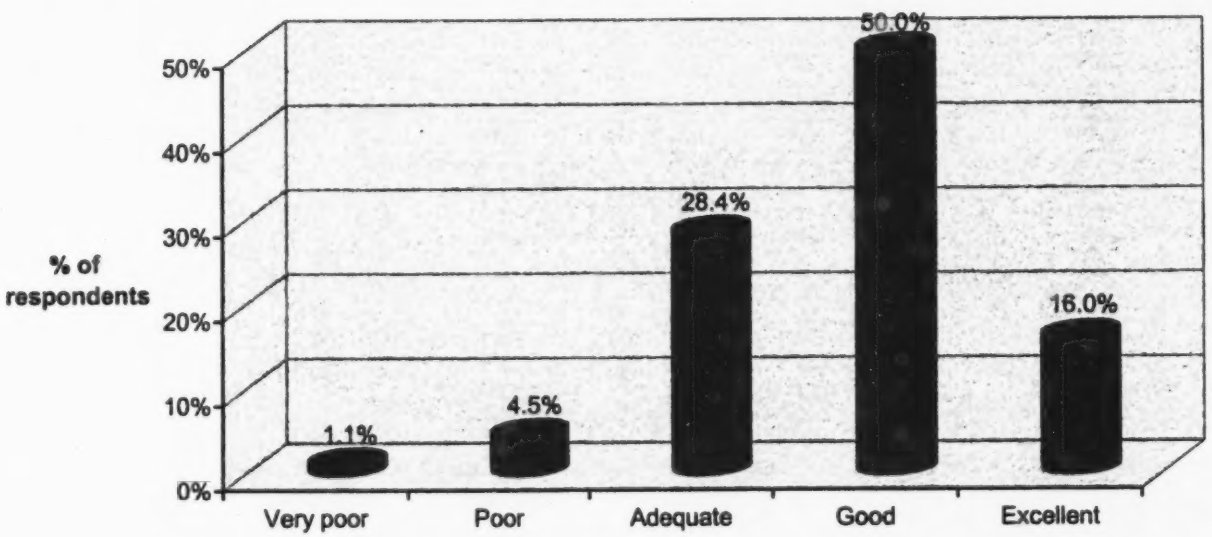


B2. Do you think the quality of Saskatchewan's post-secondary education and training is generally excellent, good, adequate, poor or very poor?

Half of respondents rate the quality of the province's post-secondary education good, and another one in six rate it excellent.

By contrast, only one in twenty respondents rate Saskatchewan post-secondary education negatively.

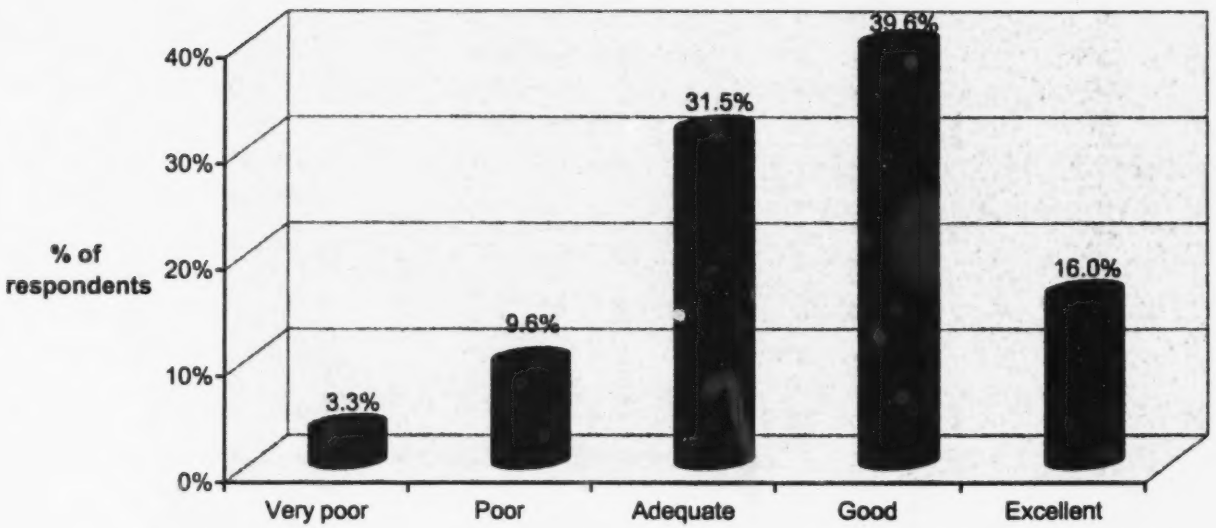
Do you think the quality of Saskatchewan's post-secondary education and training is generally excellent, good, adequate, poor or very poor?



B3. How would you rate your level of awareness of Saskatchewan's post-secondary education and training system?

Those who feel their awareness of post-secondary education is good to excellent outweigh those who feel it is poor or very poor by five to one.

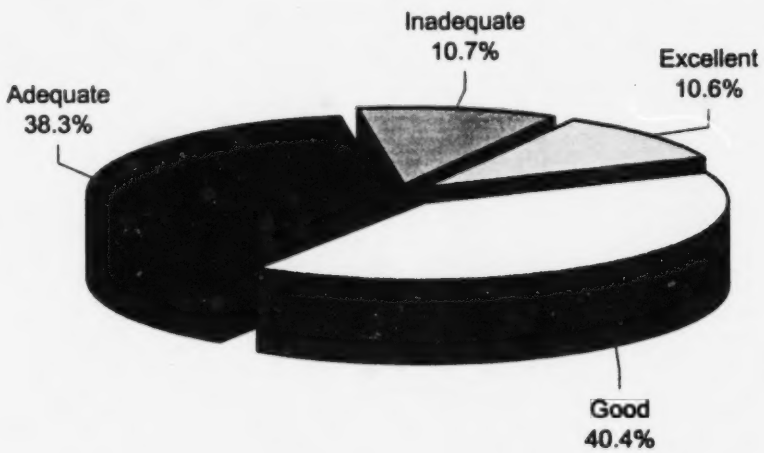
How would you rate your level of awareness of Saskatchewan's post-secondary education and training system?



B4. How well does the post-secondary education and training system in Saskatchewan meet your needs for information about its programs and services?

The large majority of respondents rate the effort to address their information needs in the mid-range categories of Adequate and Good. One in five holds a sharper view, either Inadequate or Excellent, and the numbers in each balance the other.

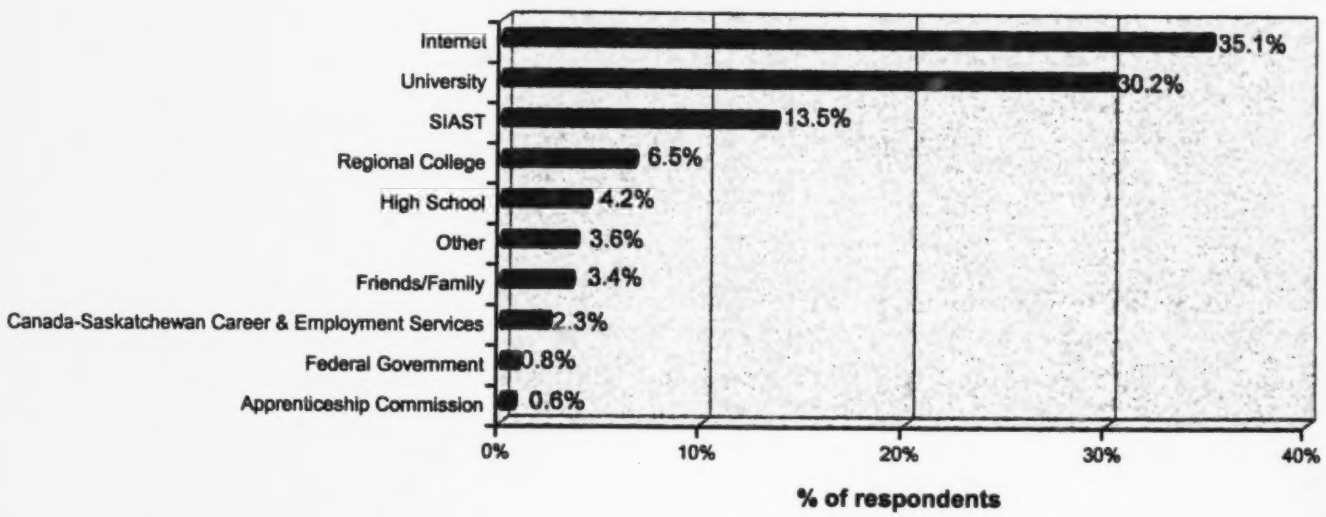
How well does the post-secondary education and training system in Saskatchewan meet your needs for information about its programs and services?



B5. Where would you go to get information about post-secondary education and training opportunities in Saskatchewan?

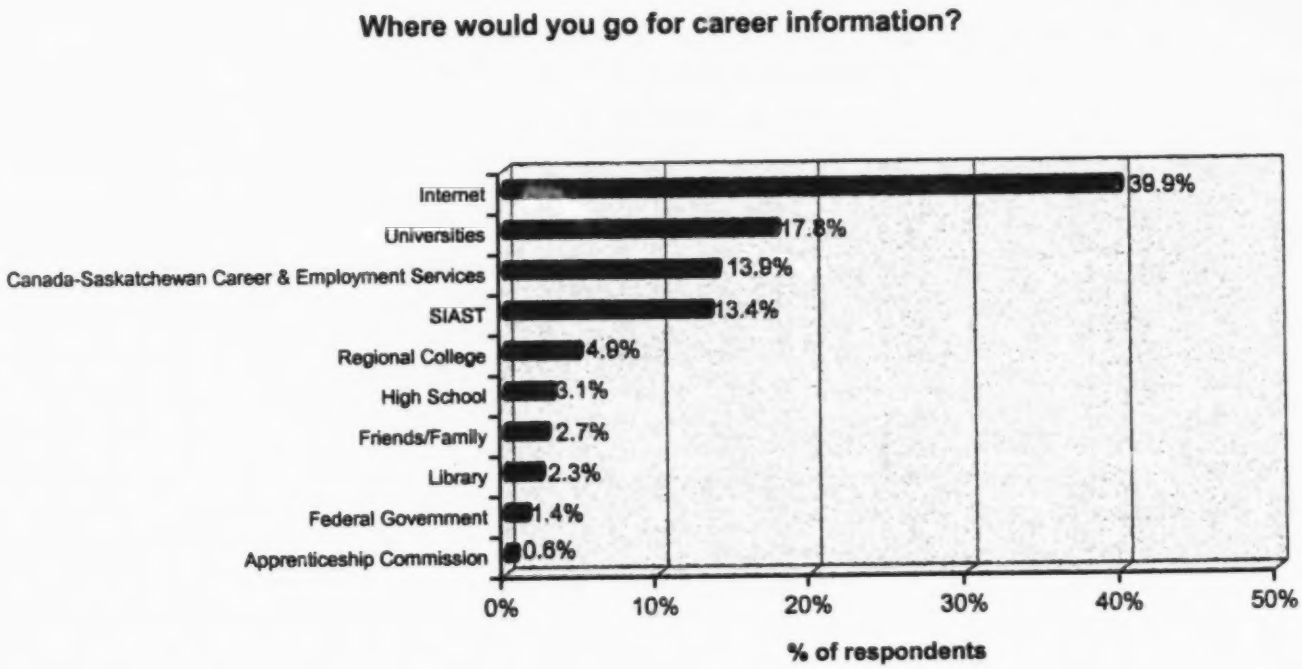
The largest single group, roughly one third of respondents, would go to the Internet for post-secondary information. Approximately the same number would go to the University, and about half that number would approach SIAST. Other sources attract responses in the single digits.

Where would you go to get information about post-secondary education and training opportunities in Saskatchewan?



B6. Where would you go for career information?

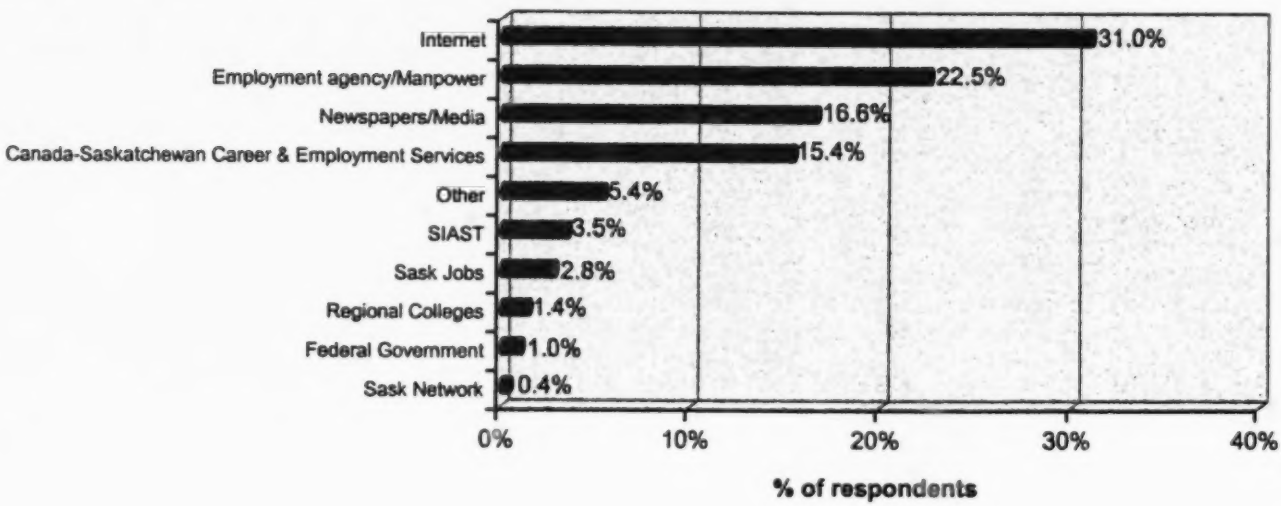
Career information would be sought on the Internet by four in ten, a proportion of respondents that more than doubles the number who would approach the University, and triples the numbers who would approach Career and Employment Services or SIAST.



B7. Where would you go for information about job opportunities or to find workers?

To find a job or to find an employee, three in ten would go to the Internet, two in ten to an employment agency, and one in six respectively would go to the newspaper or other media, or Career and Employment Services.

Where would you go for information about job opportunities or to find workers?



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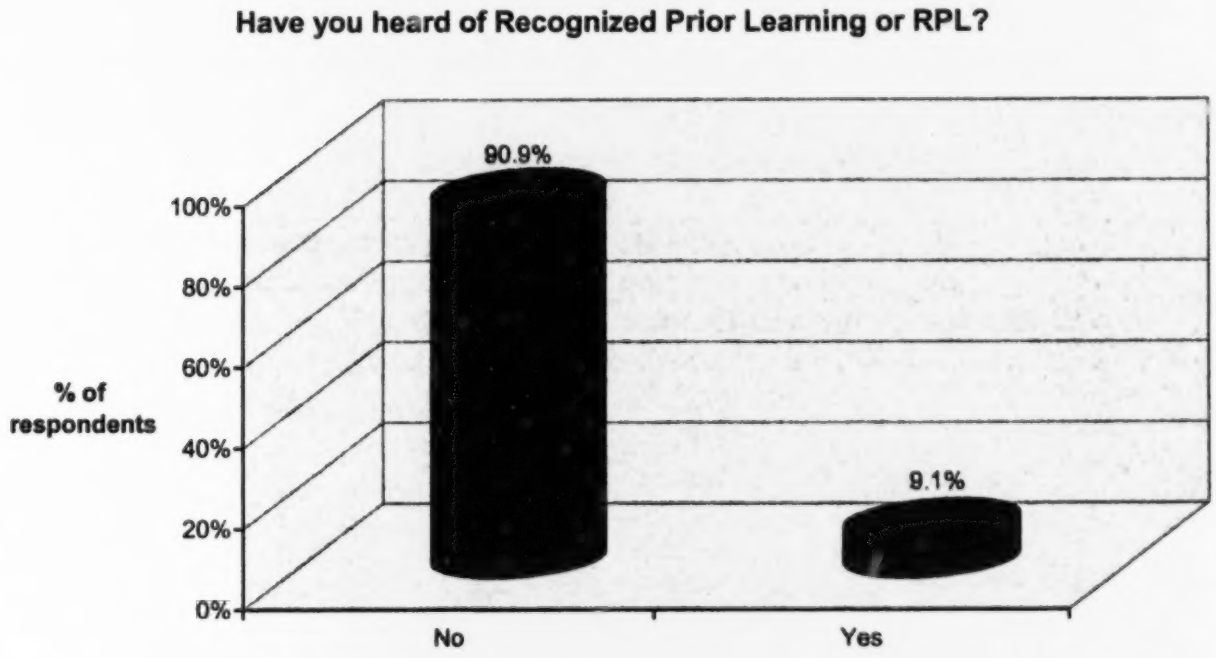
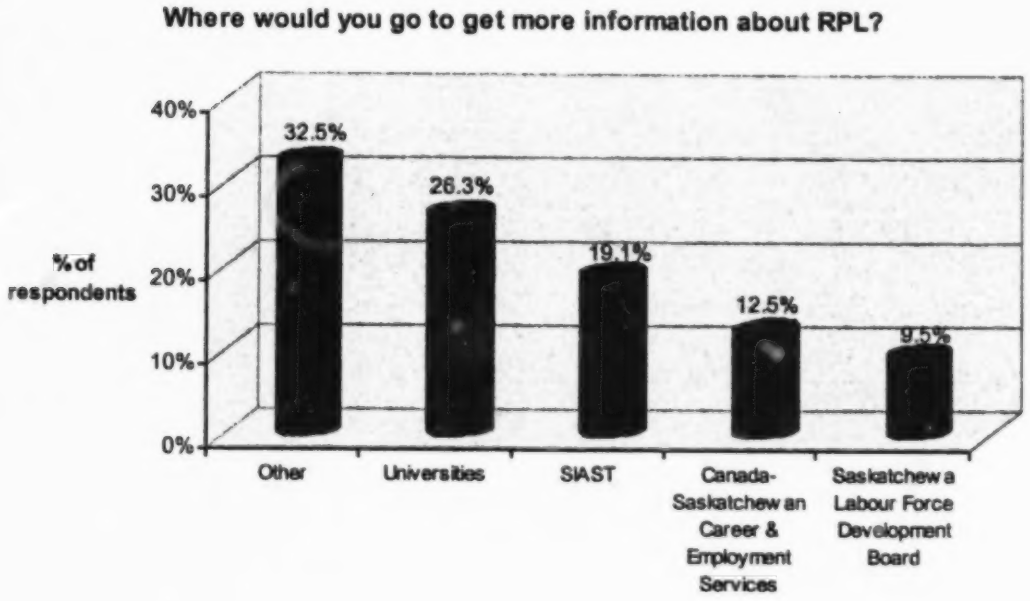
B8. Have you heard of Recognized Prior Learning or RPL?

Very few respondents – fewer than one in ten -- have heard of Recognized Prior Learning.



B8a. Where would you go to get more information about RPL?

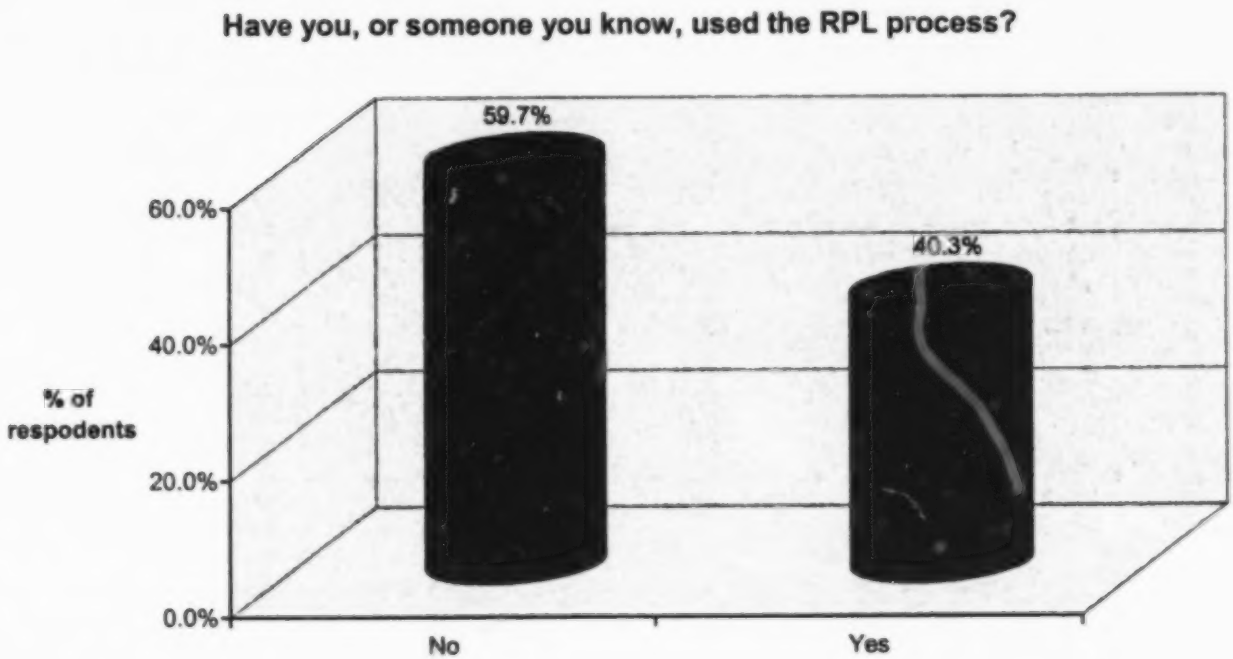
Of those who had heard of RPL, approximately 40% would seek information about Recognized Prior Learning from a post-secondary institution. The largest single group of respondents, one in three, had no clear sense of where to go for information on this topic.



SIGMA ANALYTICS
DATA MINING & RESEARCH

B8b. Have you, or someone you know, used the RPL process?

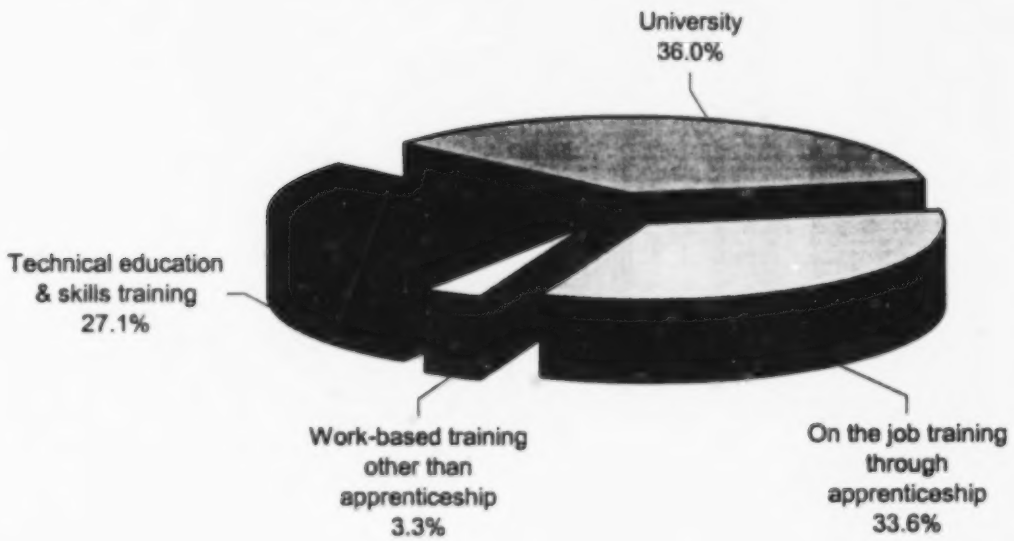
By a margin of three to two, respondents who had heard of Recognized Prior Learning indicated neither they nor a person they knew had used the RPL process.



B9. If you were advising a young person today, would you recommend they choose...

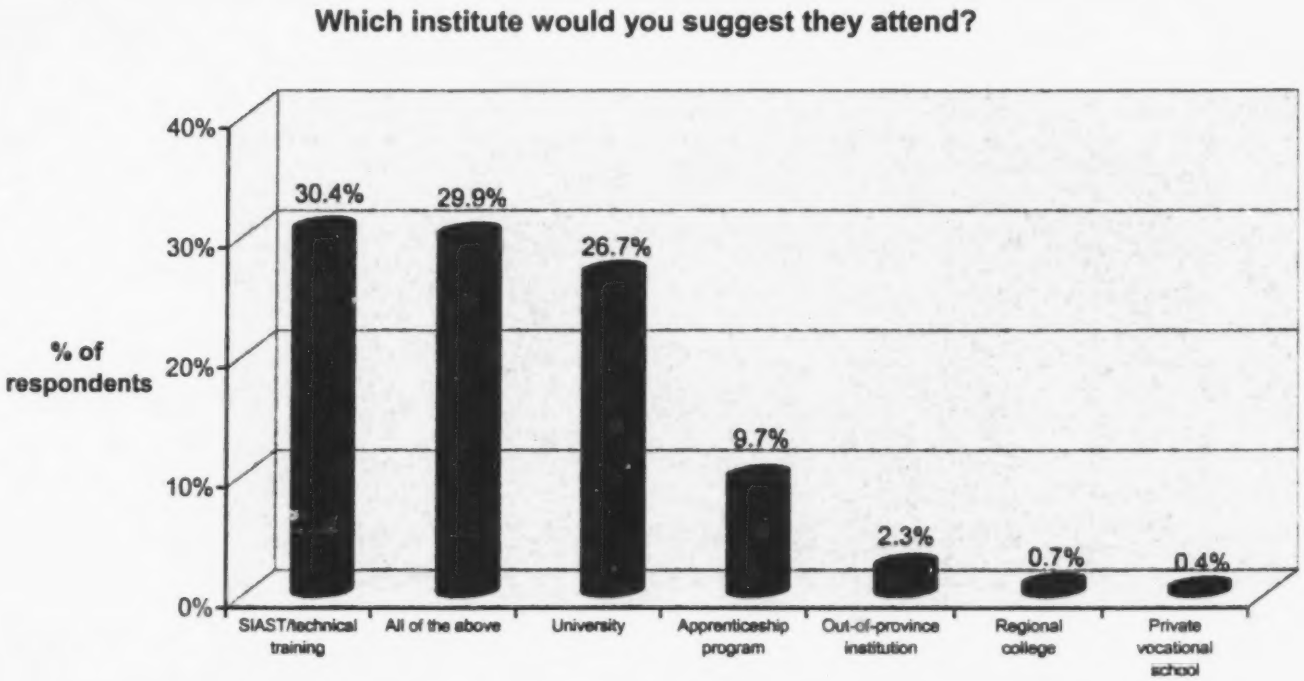
About one third would recommend academic education (university) to a young person, compared to over six in ten who would suggest technical or work-related training.

If you were advising a young person today, would you recommend they choose...



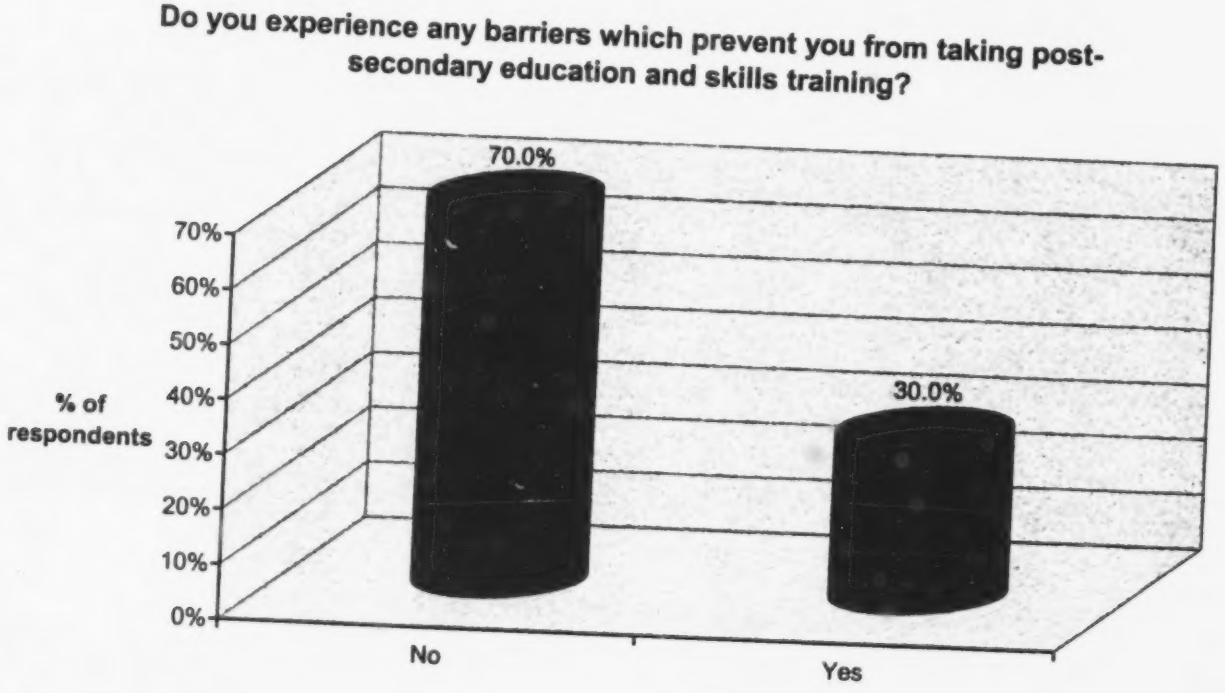
B10. Which institute would you suggest they attend?

SIAST and the University attracted very similar numbers of respondents who would suggest them. An approximately equal number would suggest both, and others.



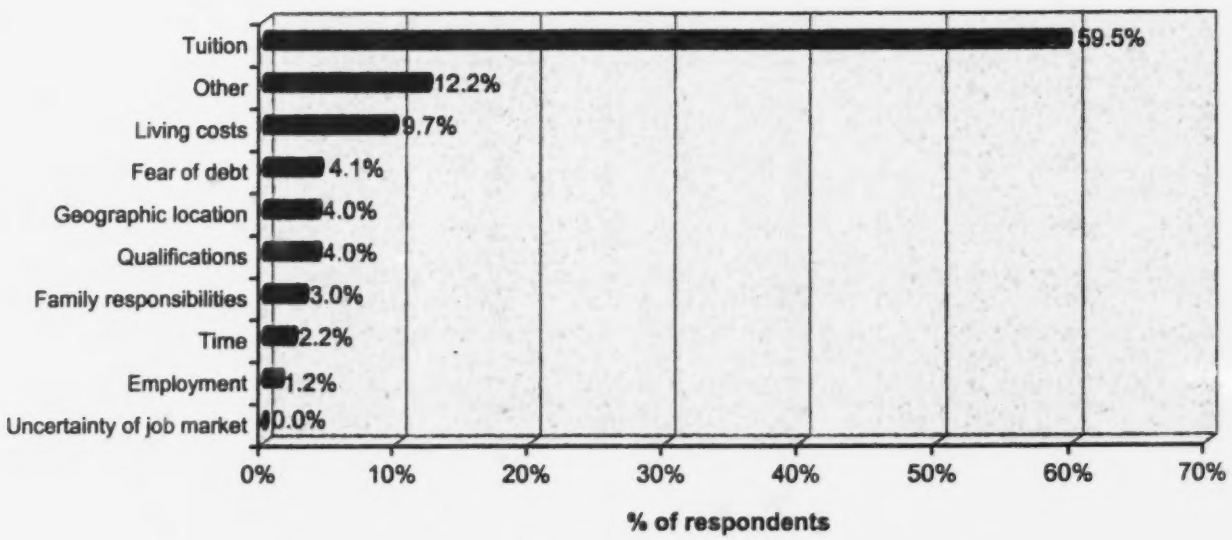
B11. Do you experience any barriers which prevent you from taking post-secondary education and skills training?

The proportion that finds they do not experience a barrier to taking post-secondary learning is roughly double the proportion that does.



B11a. What barriers do you or your family members experience, which prevent you from taking post-secondary education or training?

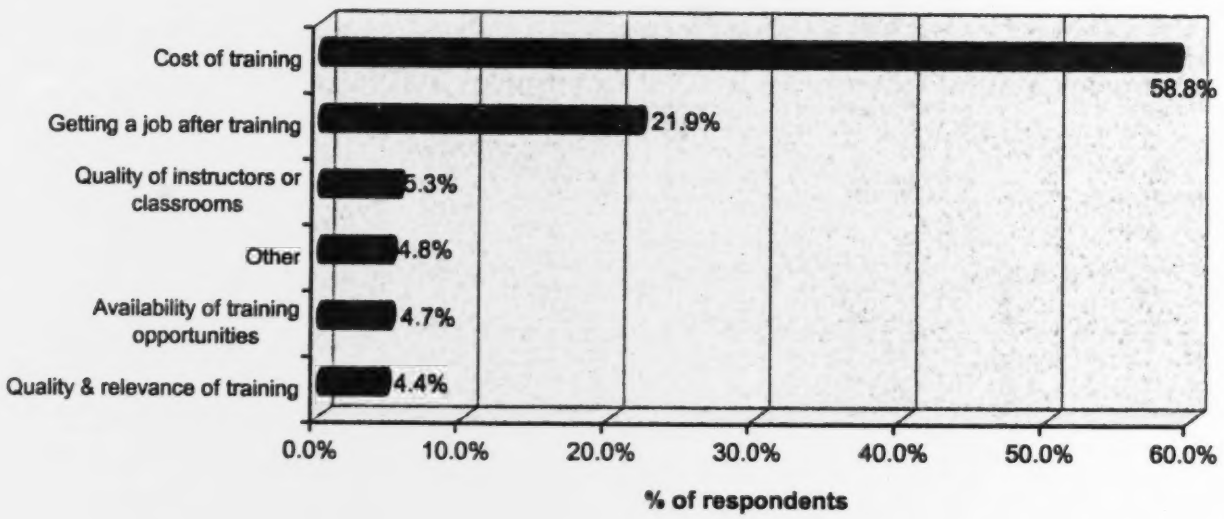
Of those who experience a barrier to post-secondary learning, the greatest number define it as "tuition."



B12. What do you think is the most important issue facing the post-secondary education and training system in Saskatchewan today?

Consistent with the finding regarding barriers, the issue identified as by far the most important in post-secondary education is the cost.

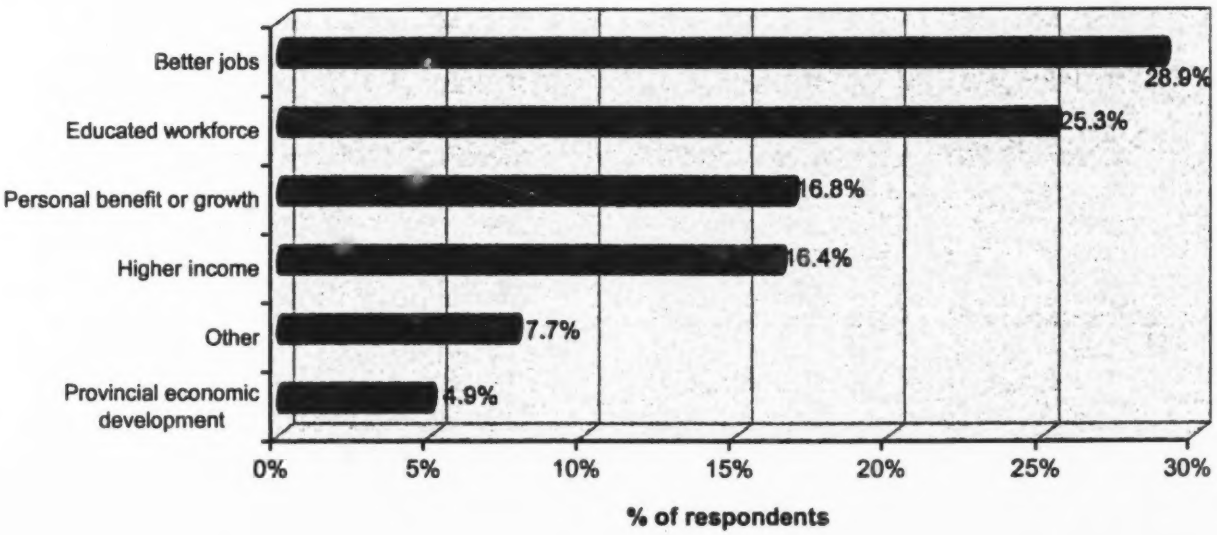
What do you think is the most important issue facing the post-secondary education and training system in Saskatchewan today?



B13. What do you believe is the primary benefit or value derived from the post-secondary education and training system in Saskatchewan?

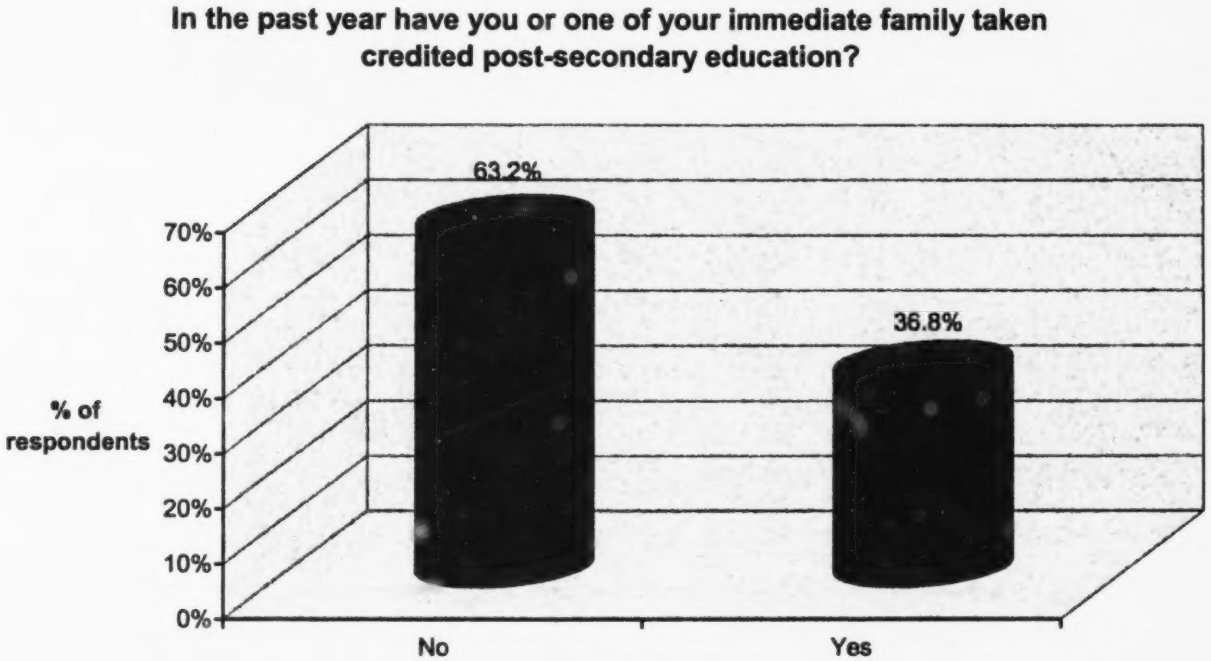
Better jobs and an educated workforce lead as the two most-cited benefits of post-secondary education.

What do you believe is the primary benefit or value derived from the post-secondary education and training system in Saskatchewan?



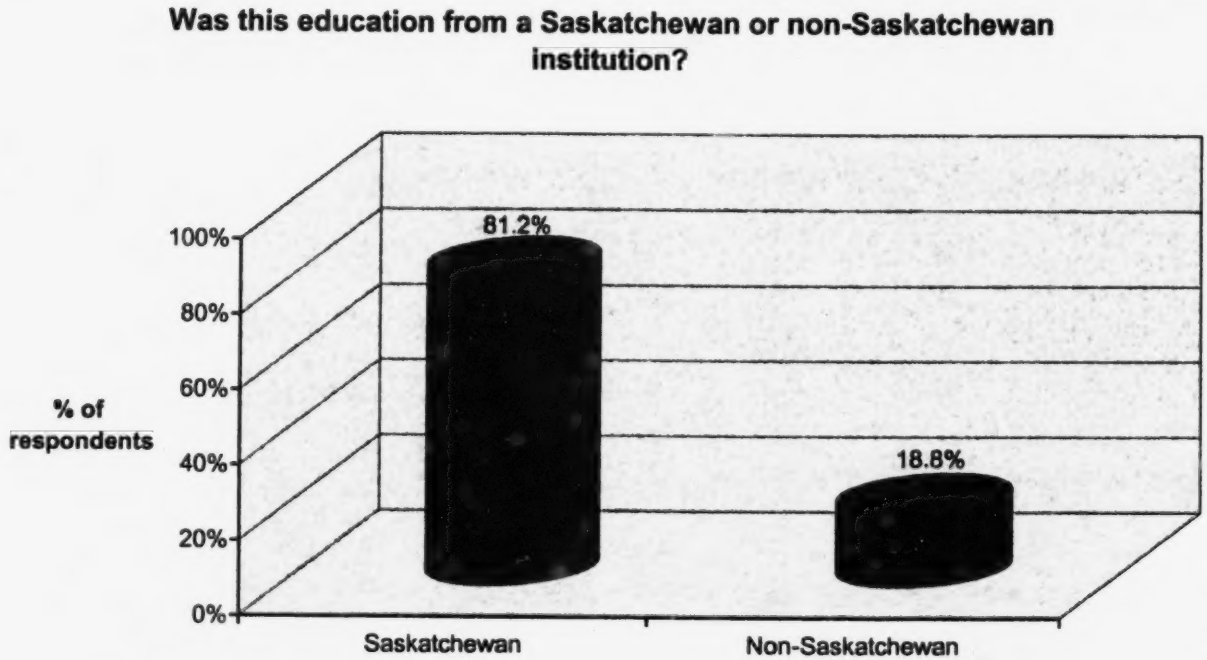
B14. In the past year have you or one of your immediate family taken credited post-secondary education?

One in three respondents has either taken post-secondary education for credit in the last year, or is part of a family in which another person has done so.



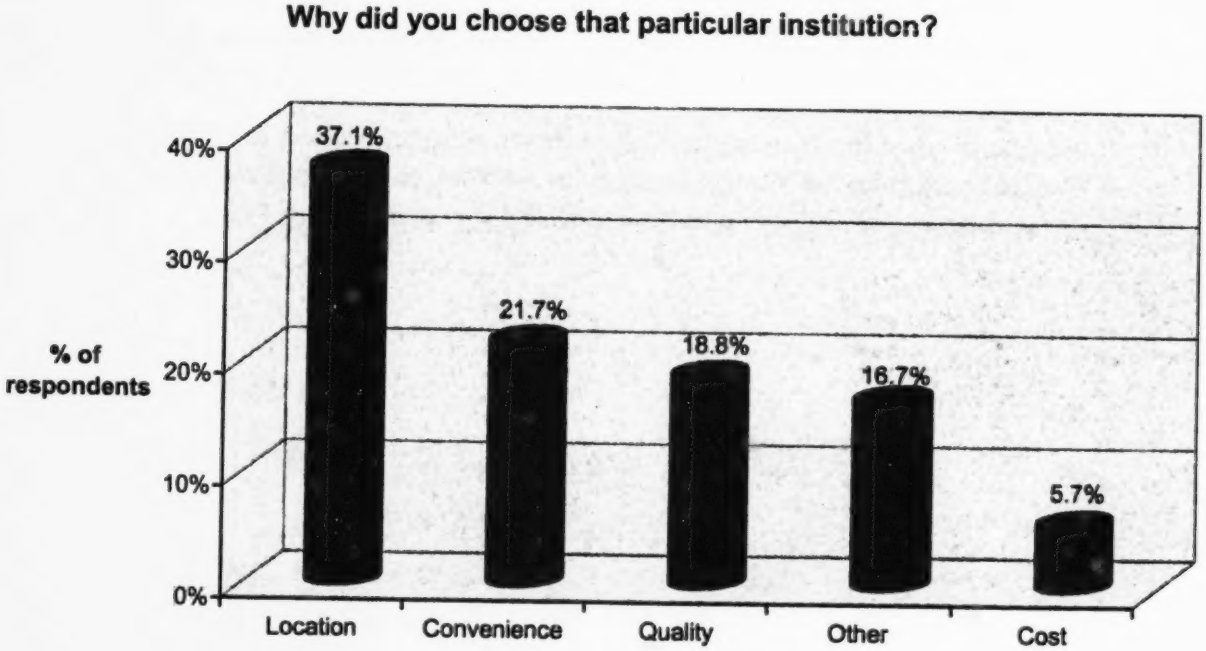
B14a. Was this education from a Saskatchewan or non-Saskatchewan institution?

The bulk of respondents report the education was received via a Saskatchewan institution.



B14b. Why did you choose that particular institution?

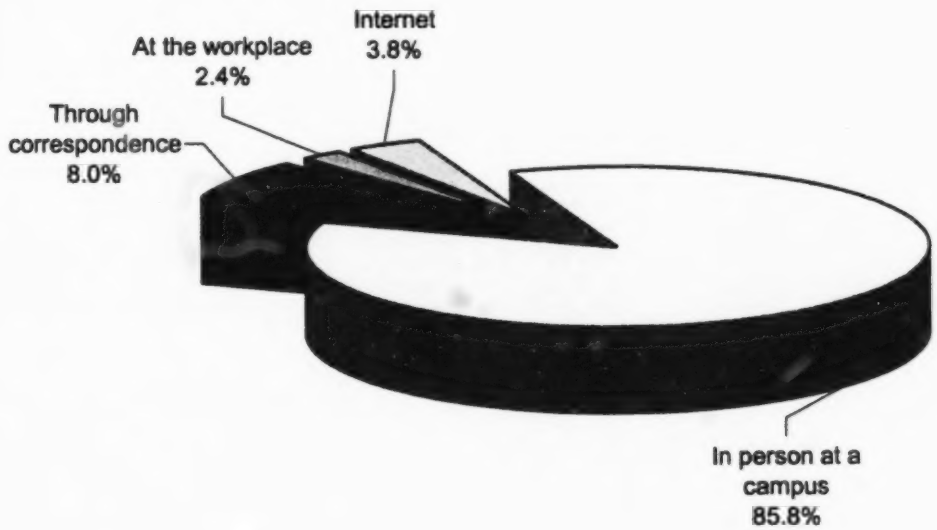
Location and convenience, perhaps closely related reasons, dominate as the factors driving selection of institution.



B14c. Did you or your family member take this training/education in person at a campus location, through correspondence, at the workplace, or via the Internet?

In-person, on-campus venues continue to dominate.

Did you or your family member take this training/education in person at a campus location, through correspondence, at the workplace, or via the Internet?

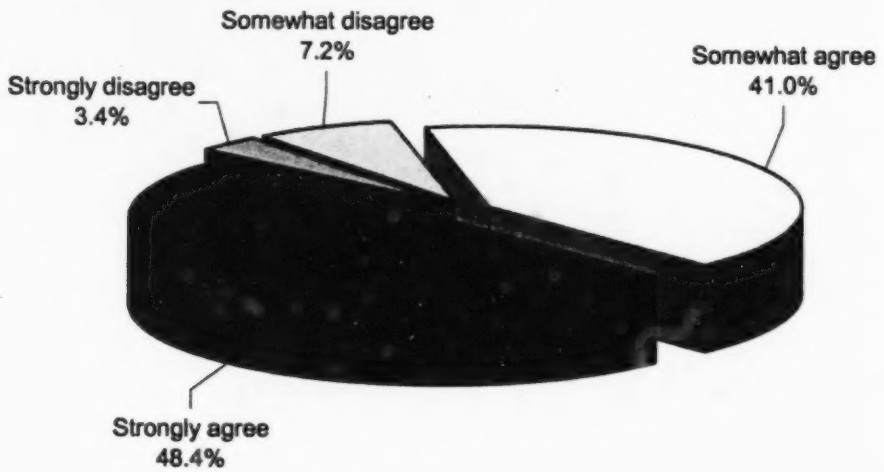


Section C: Industry & Resources

C1. How strongly do you agree or disagree with the following statement? *"Saskatchewan is a great place in which to live, work, and do business."* Is that...

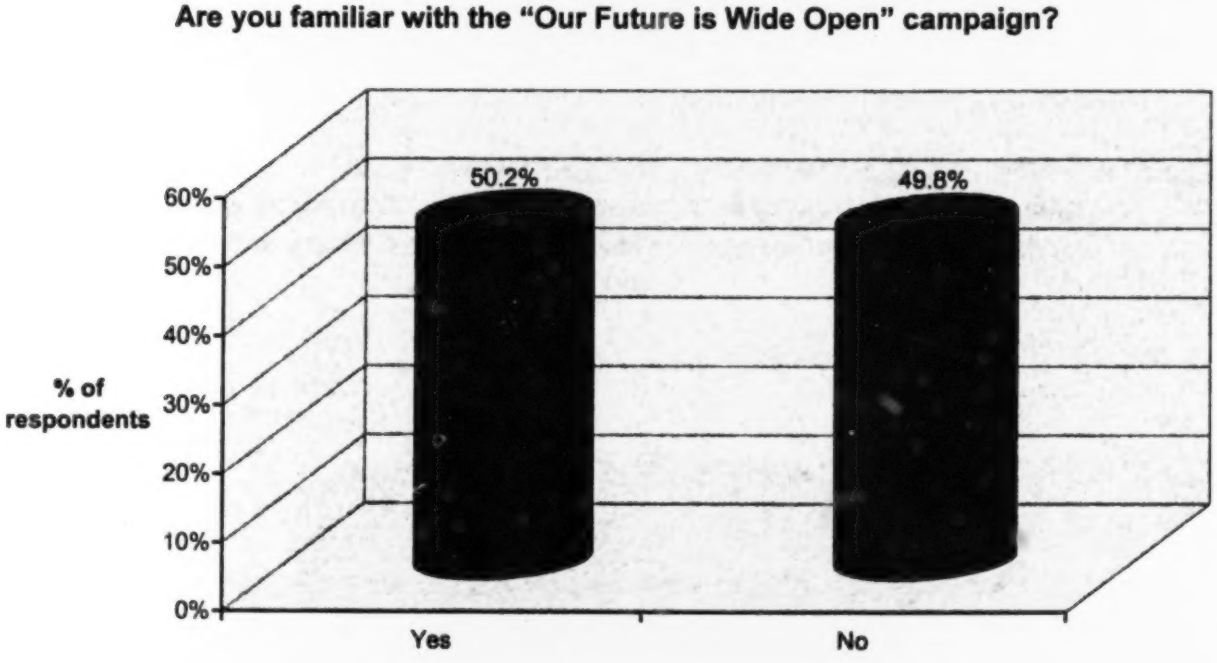
Nearly half of respondents agree strongly, and a further four in ten agree somewhat – overshadowing the one in ten who disagree.

How strongly do you agree or disagree with the following statement? "Saskatchewan is a great place in which to live, work, and do business."



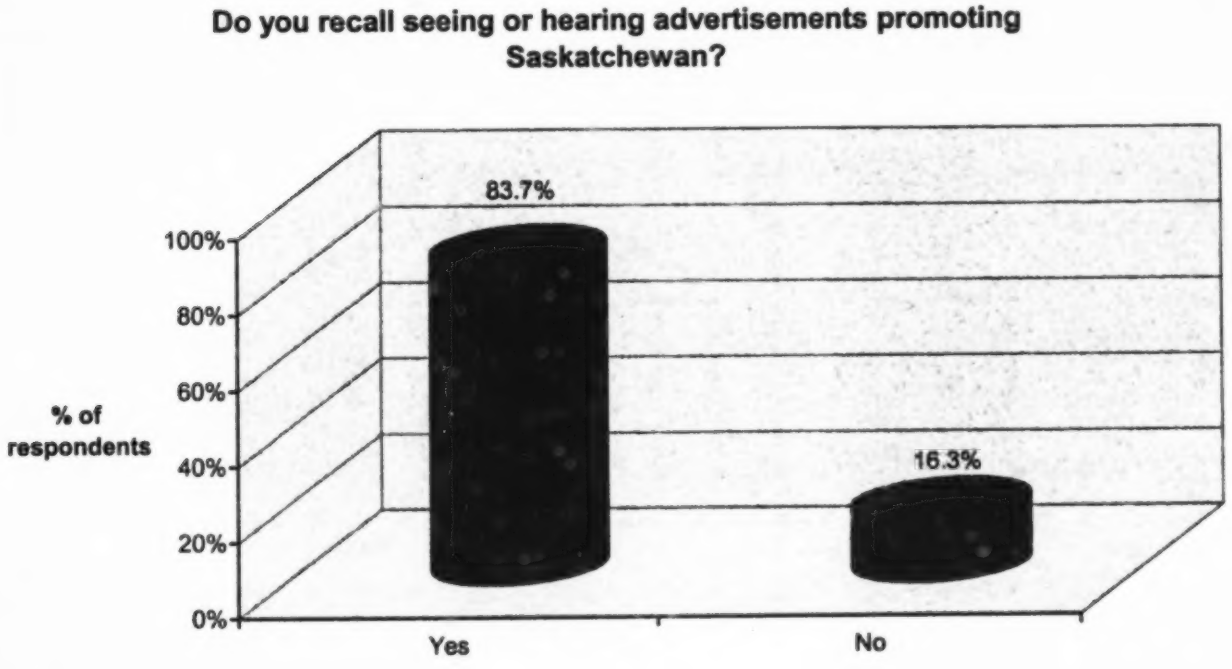
C2. Are you familiar with the "Our Future is Wide Open" campaign?

Respondents are split equally, with half indicating familiarity with the campaign.



C3. Do you recall seeing or hearing advertisements promoting Saskatchewan?

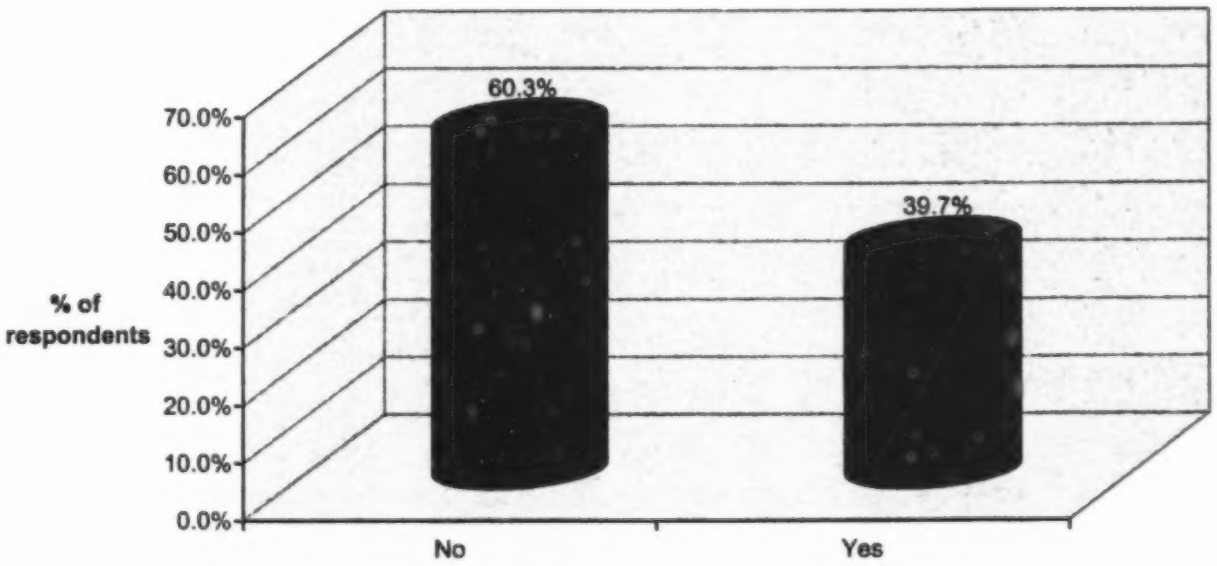
Generic recollection of advertising promoting the province is much higher than specific familiarity with the Wide Open Future campaign.



C4. Do you recall ads related to the "Our Future is Wide Open" campaign?

Fewer respondents recall advertisements about Our Future is Wide Open, than report being "familiar" with the campaign.

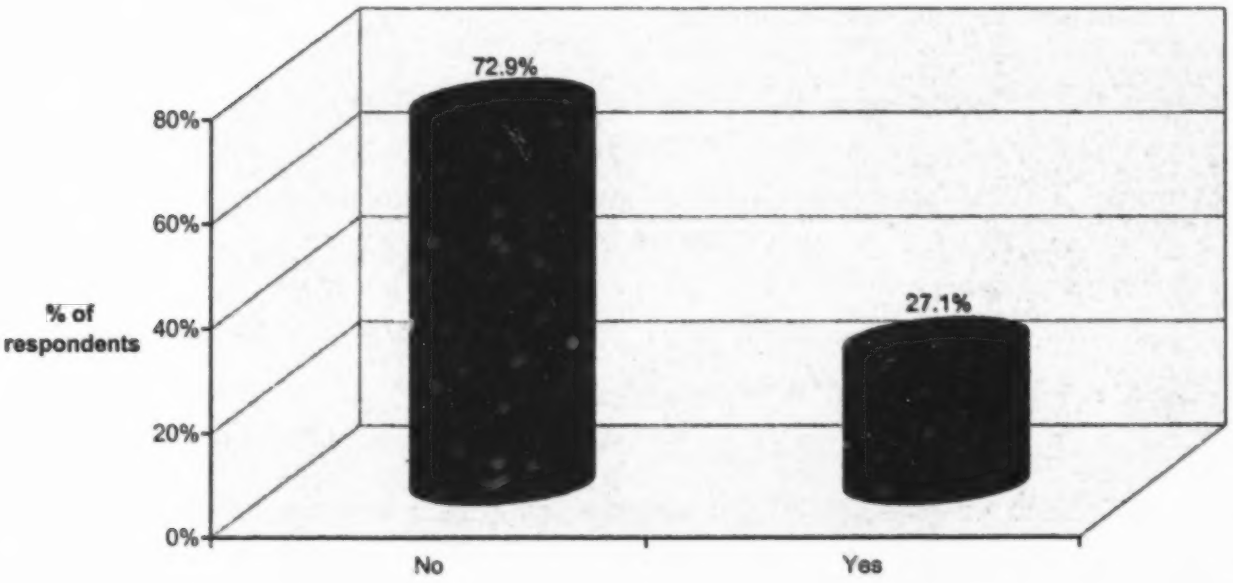
Do you recall ads related to the "Our Future is Wide Open" campaign?



C4a. Did you learn anything new about Saskatchewan from the advertisement?

By a margin of over two to one, respondents indicated they had not learnt anything new.

Did you learn anything new about Saskatchewan from the advertisement?



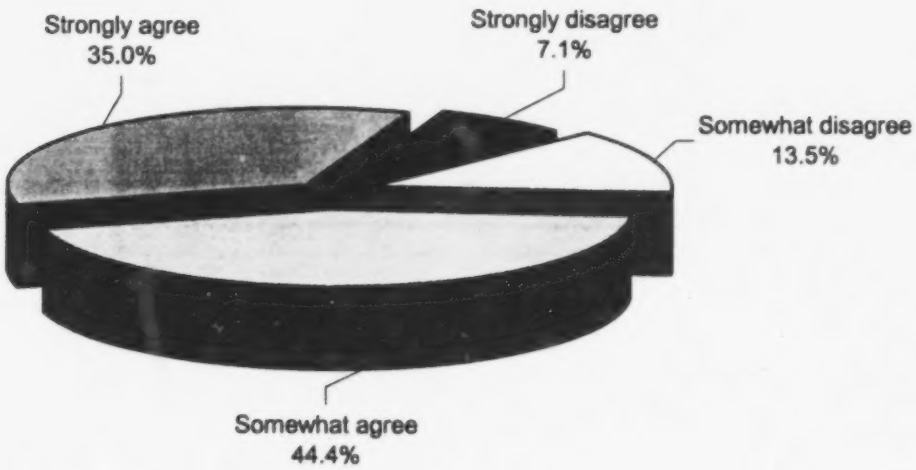
SIGMA ANALYTICS
DATA MINING & RESEARCH

How strongly do you agree or disagree with the following statements about the campaign ads?

C5a. The advertisements made me feel good about living in Saskatchewan:

One in five disagrees, the others agree that to a greater or lesser extent, the advertising made them feel good about the province.

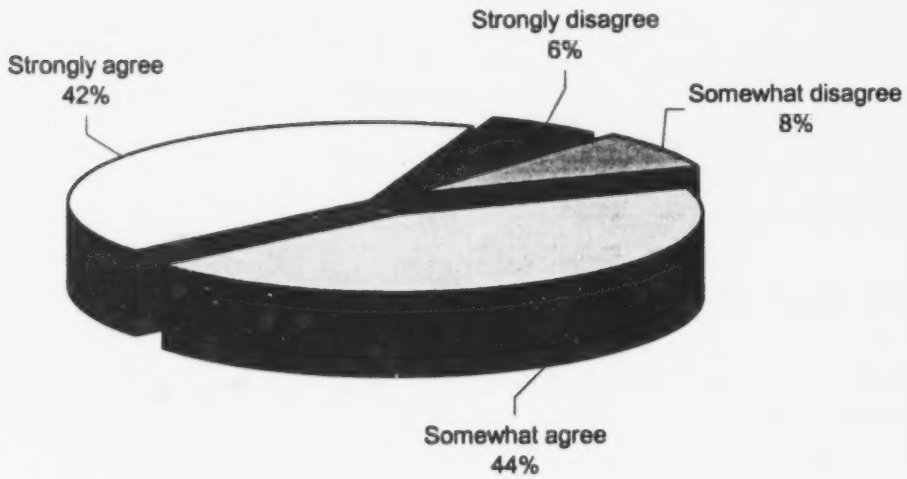
The advertisements made me feel good about living in Saskatchewan:



C5b. I liked the words and images of Saskatchewan in the advertisements:

Large numbers, over four in five, found the presentation of the province in the advertising was appealing.

I liked the words and images of Saskatchewan in the advertisements:



Demographics:

Gender:

Male	50.0%
Female	50.0%

Age:

18 – 34	27.4%
35 – 54	38.9%
55 and over	33.7%

Location:

City	53.2%
Town/Village/Hamlet	29.6%
Rural Municipality	17.2%

Occupation:

Retired	24.4%
Student	6.9%
Homemaker	5.9%
Not employed	2.0%
Farmer	8.6%
Professional	10.8%
Trades person	7.8%
Business owner/self-employed	6.6%
Employee – private sector	6.9%
Employee – local government	2.8%
Employee – provincial/federal government	4.3%
Manager – private sector	1.0%
Manager – public sector	1.3%
Other	10.7%

Education:

Less than grade 12	16.6%
Grade 12	23.4%
Some technical or university	18.8%
Technical diploma	16.0%
University degree	20.4%
Graduate degree	4.8%

Income:

Less than $25,000	19.3%
$25,000 - $50,000	34.2%
$50,000 - $100,000	34.8%
Over $100,000	11.7%

Region:

Saskatoon	20.2%
Regina	18.4%
Moose Jaw	3.5%
Prince Albert	3.2%
Southeast	9.9%
Southwest	9.8%
East Central	10.5%
Central	9.2%
Northwest	11.9%
North	3.5%